

## Other Tobacco Products

### Smokeless Tobacco

Smokeless tobacco products are commonly referred to as spit, chew, wads, plugs, dip or snuff. These products are available in two forms, moist snuff and chewing tobacco. Moist snuff is fine-grain tobacco sold in cans or pouches. Users place a pinch between the lower lip or cheek and gum and suck the tobacco. Chewing tobacco is long-grain tobacco sold in pouches. Users place a wad between the cheek and gum and chew on the tobacco. Both forms of smokeless tobacco permit nicotine to be absorbed through the mouth while the user spits out excess saliva. Smokeless tobacco is addictive and contains many of the same poisons contained in cigarettes. Smokeless tobacco is not a safe alternative to smoking conventional cigarettes, nor is smokeless tobacco a cessation product.

There are no safe tobacco products. Smokeless tobacco contains toxic chemicals that can lead to:

- Oral cancers including cancer of the mouth, gums, lips, tongue and throat.
- Severe disfiguration of the face.
- Gum recession, tooth loss, yellow teeth, bad breath and leukoplakia (white sores in the mouth that can lead to cancer).
- Heart disease and high blood pressure.
- Death.

### Cigars, cigarillos, little cigars and pipes

Contrary to some beliefs, cigar and pipe smoking are not safe alternatives to cigarette smoking. Cigars contain nicotine and other cancer-causing chemicals just like cigarettes. Pipe and cigar smoking is associated with cancer of the lips, lungs, mouth and throat as well as increased risk of chronic bronchitis, emphysema and heart disease.



### Bidis and kreteks

Bidis are small hand-rolled cigarettes that consist of tobacco wrapped in a Tendu leaf and tied at the end with a colorful string. Bidis are imported into the United States from India and Southeast Asian countries and are available in a variety of flavors such as mango, chocolate, cherry and mint.

Kreteks are commonly referred to as cloves or clove cigarettes. Kreteks are imported into the United States from Indonesia and are also available in a variety of flavors. Neither bidis nor kreteks are safe alternatives to cigarette smoking. Both products contain nicotine, tar and cancer causing ingredients.

### Hookahs-also commonly referred to as nargeela, shisha, kaylan or water pipe

Hookahs originated from Middle Eastern, North African and South Asian countries. Hookahs range in shape and size from ornate large show pieces to small and simple individual-use mechanisms. The hookah is used by inhaling through a hose which causes the pressure to heat the tobacco by way of a charcoal. The smoke then passes through the water and out to the hose to be inhaled by the user. Tobacco commonly used with a hookah is flavored with items such as honey, molasses or dried fruit. Some hookah tobacco comes in flavors such as apple, strawberry, rose, mango, cappuccino, vanilla, coconut, cherry, grape, kiwi, blueberry, cola, cantaloupe, mint, licorice and apricot.

Hookah bars, lounges and cafes are increasing in popularity in the United States, especially near college campuses and universities. Smoking hookah is becoming an accepted social practice among many college-aged people.



**The dangers of hookah**-Common misconceptions are abundant including the false claim that smoking hookah is less harmful than smoking cigarettes. This is not true. Smoking a hookah is not a safe alternative to cigarette smoking. Hookah smoke contains high levels of carbon monoxide, heavy metals, carcinogens and nicotine. Frequent hookah smokers are likely to have signs of gum disease. As hookah smoking usually occurs in hookah bars, that are filled with smoke, the user is exposed to more secondhand smoke than when simply smoking a cigarette.

## Newer and emerging smokeless tobacco products



In 2006, the Smoke-free Ohio Workplace Act created smoke-free public places and work sites throughout Ohio. As more smoke-free environments develop across the nation and smoking becomes less socially acceptable, tobacco companies are increasingly marketing of newer and emerging combination spitless and smokeless tobacco products. Tobacco company efforts include promoting smokeless and spitless tobacco products as safer alternatives to smoking cigarettes; as a means to stop cigarette smoking; and as replacement products during situations when cigarette smoking is not permitted. These newer and emerging spitless tobacco products have packaging that resembles gum and candy; are available in different flavors; and boast young celebrity users. These products are created by some of the largest tobacco companies in the United States and may appeal to youth, as they are novel and easy to conceal, even in a classroom. The following is a list of the newer and emerging smokeless and spitless tobacco products.

- **SNUS:** Small pouches resembling tea bags containing nicotine and tobacco. Users place a small pouch between the upper lip and gum and suck on it. Snus does not require the user to spit and is easily concealed. Marketing includes print ads and one company is providing retailers with counter-top refrigerators to keep the product cold until sold.
- **Camel Orbs, Sticks and Strips:** These new disposable tobacco products resemble a mint, toothpick and melt-away breath freshener, respectively. These products are made of flavored tobacco and melt in the mouth in less than 30 minutes. In January 2009, test marketing of the Camel Orb began in Columbus. Sticks and Strips will be available by the end of summer 2009. Marketing of the new products includes print ads, direct marketing and free samples at bars and night clubs.
- **Ariva and Stonewall:** Dissolvable tobacco lozenges available in such flavors as wintergreen and java. Ariva launch parties in hot spots such as New York City or Los Angeles are frequently photographed for gossip magazines and television shows. Young celebrities, including Lindsey Lohan and Paris Hilton, have also been photographed posing or carrying Ariva packets, which adds to the appeal of these products to young persons.



**Electronic cigarettes or E-cigs:** This product was originally created in China and imported into the United States. E-cigs are battery operated nicotine delivery systems which send vaporized nicotine into the lungs of the user. The e-cigs resemble real cigarettes and even have a LCD light at the tip to emulate the look and feel of a lit cigarette. E-cigs are marketed as both a safe alternative to traditional cigarette smoking and as a cessation device. Neither claim has merit. In September 2009, the World Health Organization issued a statement that there is no evidence to back up contentions that e-cigs are a safe substitute for smoking or a means to quit. The U.S Food and Drug Administration (FDA) is involved in an open investigation to determine the legality of the importation, marketing and sales of e-cigarettes in the United States. For more information visit the FDA Web site at:

<http://www.fda.gov/NewsEvents/PublicHealthFocus/ucm172906.htm>

**Quitting:** If you use tobacco, quit. Children are more likely to use tobacco products when they see parents, teachers, peers and respected authorities using them. Call the Ohio Tobacco Quit Line at 1-800-QUIT-NOW, (1-800-784-8669). For more information contact:

The Ohio Department of Health  
Tobacco Use Prevention and Cessation Program  
1-866- 557-STOP (7867)  
<http://www.healthyohioprogram.org>