



Swedish Snus and Health

Snus is the most scientifically analyzed smoke free tobacco product and it is considered to be among the least harmful. Several international and national organizations have published research and reports on Swedish snus. This is what they say:

The World Health Organisation (WHO):

Cigarette smoke is the most hazardous form of nicotine intake and medicinal nicotine is the least hazardous. Among the smokeless tobacco products on the market, products with low levels of nitrosamines, such as Swedish snus, are considerably less hazardous than cigarettes, while the risks associated with some products used in Africa and Asia approach those of smoking.¹

European Commission's Scientific Committee on Emerging and Newly-Identified Health Risks²:

- Swedish snus use may help some smokers quit cigarette smoking
- Swedish snus has the potential to reduce harm related to the use of tobacco products
- Swedish snus use is not a risk factor for oral cancer
- Swedish snus use poses significantly fewer and less severe, health risks than cigarette use
- Swedish snus is less harmful than other smokeless tobacco products currently legal in the EU.
- The availability of snus has had a positive impact on public health in Sweden.
- Swedish snus use among youth and adult users is not a significant predictor of future smoking

Royal College of Physicians, United Kingdom

- Swedish smokeless (snus) products appear to be associated with the lowest potential for harm to health
- In relation to cigarette smoking, the hazard profile of the lower risk smokeless products is very favourable
- Smokeless tobacco is 10-1,000 times less hazardous to health than smoking, depending on the product.
- Available low-harm smokeless products have been shown to be an acceptable substitute for cigarettes to many smokers, while 'gateway' progression from smokeless to smoking is relatively uncommon.³
- Swedish data provide proof of concept that substitution of smokeless for smoked tobacco can be effective as a harm reduction strategy⁴

¹ WHO Tob. Reg. Report 951, Scientific Basis of Tobacco Product Regulation, 2008

² Scientific Committee on Emerging and Newly Identified Health Risks (SCENIHR), p. 109-116, February 2008

³ Harm reduction in nicotine addiction, Report by the Tobacco Advisory Group of the Royal College of Physicians, October 2007

⁴ Ending tobacco smoking in Britain Radical strategies for prevention and harm reduction in nicotine addiction, British Royal College of Physicians, 2008

International Pancreatic Cancer Case-Control Consortium (Panc4)

- No association of smokeless tobacco and pancreatic cancer was found⁵

National Board of Health and Welfare, Sweden

Overall risk for death, disease and impaired quality of life⁶

- Daily smoking
 - Strongly to very strongly elevated risk
 - Abuse of alcohol
 - Strongly elevated risk
 - Unhealthy eating habits
 - Strongly elevated risk
 - Insufficient physical activity
 - Strongly elevated risk
 - *Daily snus use*
 - *Slightly to moderately increased risk*
-
- For every snus user who takes up smoking there are four smokers who switch to snus when they give up smoking. These results indicate that the net effects of the changed tobacco habits are positive in public health terms, since smoking is so much more dangerous to health than snus.⁷

National Institute for Alcohol and Drug Research (SIRUS), Norway

- Smoking declines as snus increases
- Snus the most common method to quit smoking
- Use of snus is associated with an increased probability of being a former smoker
- Snus is associated with an increased probability of a positive outcome of a quit-smoking attempt compared to NRTs
- Snus is a solitary method of quitting that might appear convenient for those who reject NRTs⁸

The above conclusions are supported by independent epidemiological studies, some 200 scientific papers and by public health statistics from Sweden - data for Swedish men shows:

- Europe's highest per capita consumption of smokeless tobacco (snus).
- By far the lowest cigarette consumption in Europe.
- By far the lowest lung cancer mortality in Europe.
- Lowest percentage of smoking-related deaths among developed countries.
- Lowest oral cancer mortality rate in Europe.
- The Swedish females constitute the "control group". Their smoking rate and cancer incidence is on a European average for females.

⁵ Bertuccio et al. 2011

⁶ Guidelines for disease prevention, 2011. National Board of Health and Welfare, Sweden

⁷ Public Health Report, March 2005, National Board of Health and Welfare, Sweden

⁸ National Institute for Alcohol and Drug Research (SIRUS), Norway, 2009