



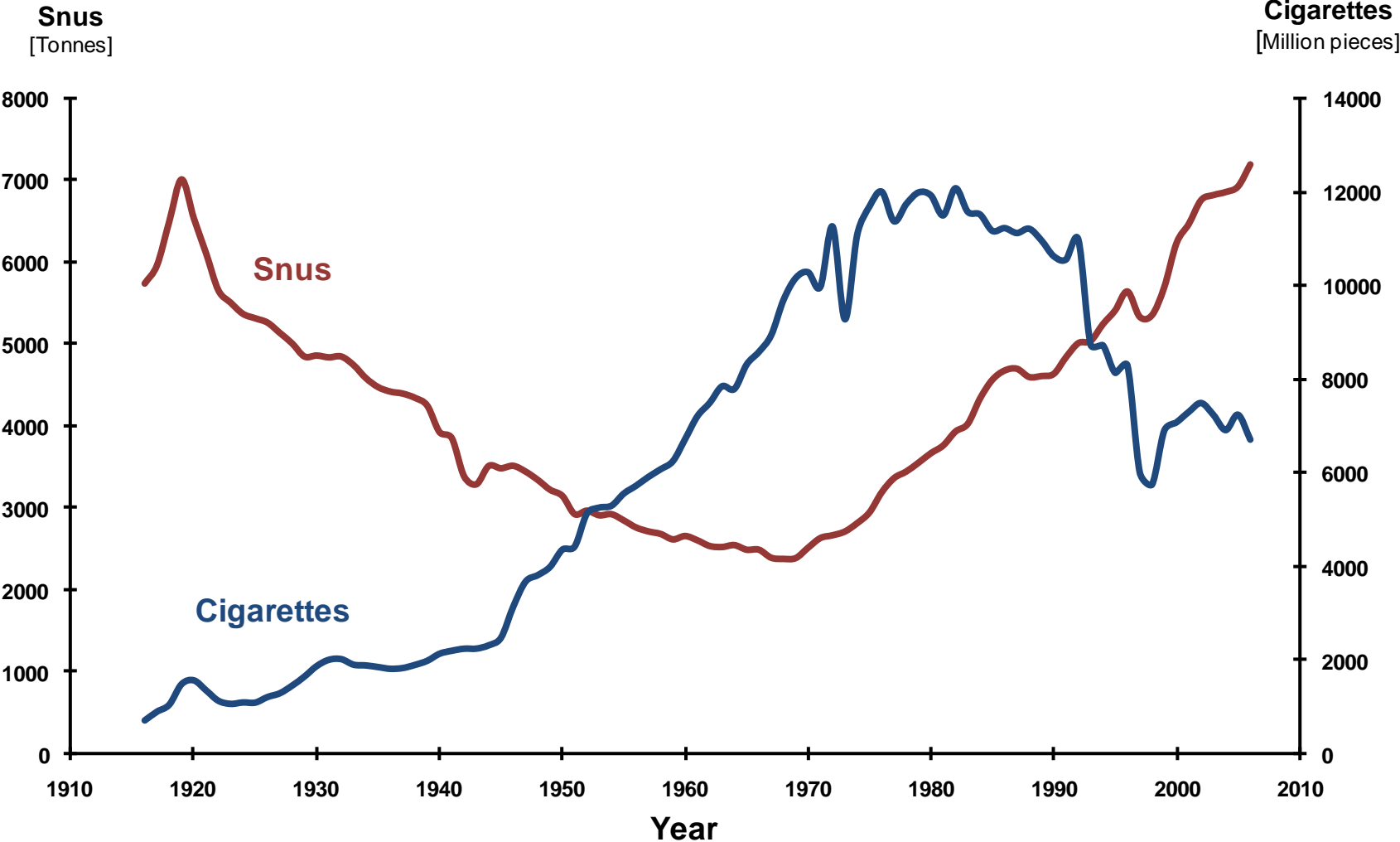
Swedish National Institute
of **Public Health**

Novel tobacco products

- snus

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Sales of snus and cigarettes in Sweden



Source: Swedish Match AB

Definition, EU, (Dir. 2001/37/EG)

A product;

- made of tobacco for the purpose of sniffing (art. 2.1)
- for oral use in powder or portions (art. 2.4)
- only allowed in Sweden (art 8)

- Loose moist powder snuff
- Portions of moist powder snuff



Health warning & labelling

- **This tobacco product can damage your health and is addictive** (art. 5.4 Dir. 2001/37/EG and 4 § FHIFS 2001:2)
- The Swedish National Institute of Public Health exercise control over health warnings (19 a § Tobacco Act (1993:581))
- The Swedish Food Agency exercise control over other labelling regulating date, net quantity and storage conditions, etc. (LIVSFS 2004:27)



National production of snus

- The production of snus has to comply with food regulations (3, 22, 23 §) Food Act (2006:804)
- Snus production plants needs to be registered with the local authority who can issue e.g. injunctions (23 § 16.) Food Decree (2006:813) and (7 §) LIVSFS (2005:20)
- New national regulations by the National Food Agency are in process regarding e.g. additives, flavourings, production date, hygiene routines, traceability and Critical Control Points



Reporting of ingredients

- List of ingredients in snus reported yearly to the Swedish National Institute of Public Health and is reported annually to European kommission (Art 6), 2001/37/EG, (3 §) Tobacco Decree (2001:312)
- Reporting on tobacco product ingredients, EU's PRACTICAL GUIDE DG SANCO C6 TPE/ub D(2007) 360206
- No ISO-standards, as yet

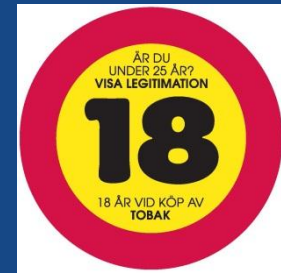


Voluntary industry standards

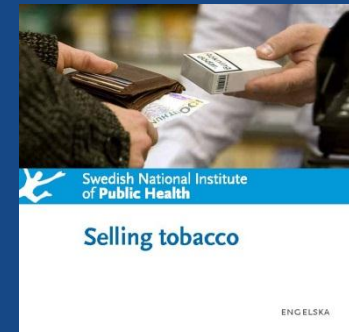
- CORESTA (Cooperation Centre for Scientific Research Relative to Tobacco) has developed international methods and guides applicable to snus, regarding TSNA(72), water(56), nitrate(36), sample handling(11) and nicotine(62)(currently being up-dated)
- GothiaTek® is a voluntary Swedish industry standard regarding Constituents; (e.g. Cadmium, Nickel etc.), Production; (e.g. controlled heat treatment, raw material selection) and Information; (e.g. public web site with ingredients, labelling with nicotine content (%) and portion weight)



National sales of snus



- The sale of snus must comply with the regulations in the Tobacco Act (1993:581)
- Age control (18 years), applies to all sales e.g. shops, internet or slot-machines (§ 12-12 a)
- Businesses must
 - have a self-regulation programme (§ 12 c)
 - train staff to apply regulations, (§ 12 d)
 - pay a fee for supervision (§ 19 b)



Marketing of snus



- Advertising of tobacco is as a general rule forbidden; with the exception of; constitutional rights, passive supply and restrained commercial messages at point of sale (14 §) Tobacco Act (1993:581)
- Trademark placing and sponsring is forbidden (14 a –b §)
- KOVFS 2009:7 regulates adverts, e.g. “prompting use”
- The Swedish Consumer Ombudsman exercise Control under the Marketing Act (2008:486) incl. the Swedish Market Court (15 §) Tobacco Act (1993:581)



Local, regional and national supervision of sales, health warnings and marketing



- **Mandatory registration of all tobacco sales with the local authority** (12 c, 27 §) Tobacco Act (1993:581)
- **Local authorities and the police can exercise control and issue e.g. injunctions** (the Administrative Courts) **and criminal penalties** (the District Courts)(19 a, 20 §, 20 a §)
- **Regional** (the County Administrative Boards) **and central authorities** (the Swedish National Institute of Public Health and the Swedish Consumer Agency's) **can e.g. supply guidance, information, supervision and injunctions** (19, 20 §) on sales, health warnings, ingredients and marketing



National tax regulations for snus

- Applies for and should be declared by e.g;
- Approved (by the Swedish Tax Agency) authorised storekeepers (ca 50) when snus is delivered to a non approved buyer
- Professional producers and importers when snus is produced or imported (from in- or outside EU)
- If and when "tax-free" snus is used for another purpose
- Tax increase 2012 on snus (382 SEK/kg)
- Tax is collected by the Swedish Tax Agency and regulated by (Act (1994:1563) on Excise Duties on Tobacco)



Customs & export regulations for snus

- Decree (1994:1266) ban to export snus to another member state in EU; exception exist for private use/gifts when a journey begin in Sweden (the Swedish Board of Agriculture can issue regulations)
- Duties when importing snus from outside EU; e.g. USA customs 41.6 %, excise 336 SEK/kg (2011) and VAT 25% (Collected by the Swedish Customs and the Swedish Tax Agency)
- "Tax-free" amount for travellers from outside EU; 4300 SEK
- Problem with smuggling from Åland (an autonomous, demilitarised, Swedish-speaking region of Finland.) Swedish Customs exercise control regulated by (28 §) Tobacco Act (1993:581)



National Preliminary Revised Guidelines for Methods of Preventing Disease

- **The National Board of Health and Welfare;** Health care providers should offer counselling to pregnant and breastfeeding mothers using snus;
- Using snus during pregnancy means an increased risk for premature birth, neonatal apnea and preeclampsia
- Nicotine pass over breastmilk, which can increase the risk for sudden infant death syndrome (SIDS)
- Recent publications; **Swedish National Institute of Public Health;**



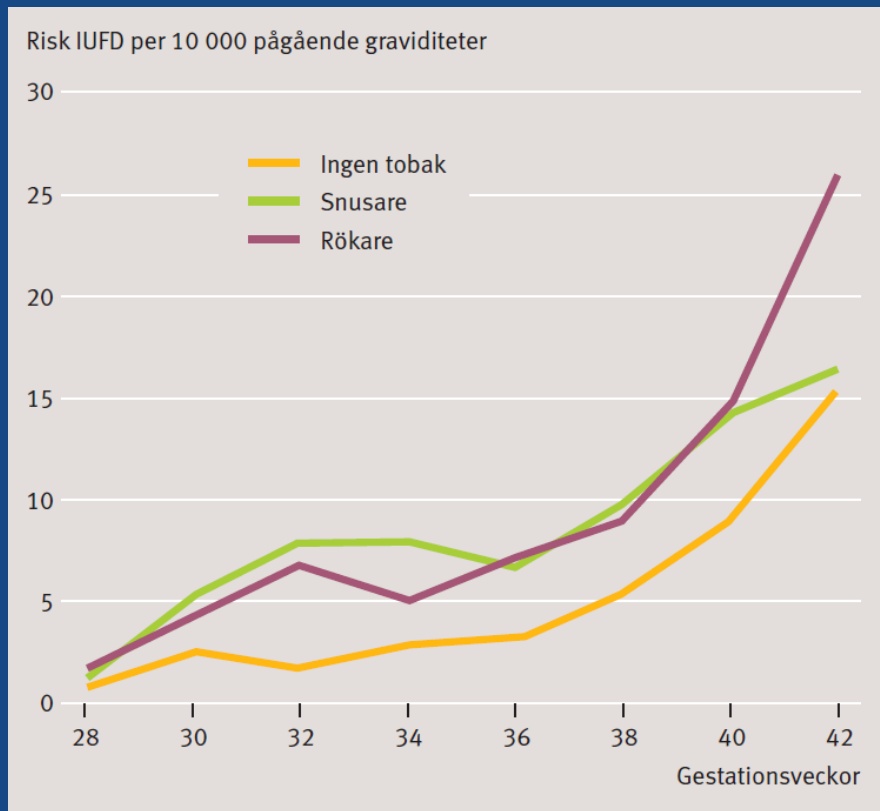
Tobacco free pregnancy –
give your child a tobacco
free childhood.



Tobacco free
children



New research



Risk for stillbirth per 10 000 present pregnancies/ gestation weeks

- **Non-tobacco users**
- **Snus users**
- **Smokers**

“The findings suggest that nikotinexposure is a cause to stillbirth.”

“The use of snuff during pregnancy seems thus not to be a harmless alternative to smoking.”

Läkartidningen nr 29–31 2011 volym 108

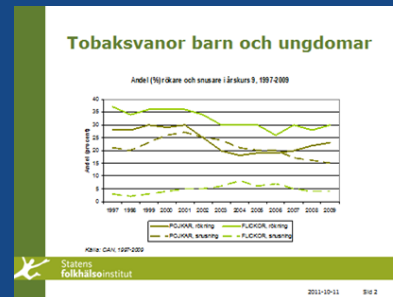


Thank you!

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Nettan Oliw

Special thanks to;

- National Board of Health and Welfare
- National Food Agency
- Swedish Consumer Agency
- Swedish Tax Agency
- Swedish Customs
- Swedish Police
- Swedish Match AB



Tobacco use among children and youth



A tobacco free preeschool
- why and how?

