

# Things You Should Know About Other Tobacco Products (OTPs)

Today's tobacco industry is evolving for the 21<sup>st</sup> century, innovating products and finding new ways to hook nonsmokers while keeping existing customers addicted. The products may be changing but their goal remains the same – to profit from a deadly addiction.



## Here in Wisconsin:

- **Nearly 7,000** people die every year from their own smoking.
- Smoking results in more than **\$2.8 billion** in health care costs.
- **25 percent** of young adults (18-24) are smokers and smokeless tobacco use rates among youth are up nationwide.
- **6,900** Wisconsin kids (under 18) become new smokers each year.
- The tobacco industry **tripled** smokeless tobacco advertising and promotion from 1996-2006, spending an estimated **274 million dollars** on marketing in Wisconsin alone.
- The tobacco industry is aggressively countering smoke-free laws such as Wisconsin's by marketing smokeless tobacco as an alternative to quitting cigarettes.

# Tobacco Products for the 21st Century

## “Little Cigars”

- Look, feel and smoke like cigarettes with one exception – they have tobacco in the rolling paper which allows them to be called cigars and avoid cigarette taxes and other regulations.
- They appeal to youth because they are sold right on the counter next to candy and come in a variety of “youth-friendly” candy flavors like grape, strawberry and peach.



## E-cigarettes

- E-cigarettes are electronic nicotine delivery devices that simulate smoking.
- These products rely on a battery operated nicotine vaporizer that delivers puffs of nicotine vapor to users.
- Current law does not prohibit the sale of e-cigarettes to youth.



## Sticks, Orbs and Strips

These products – made of finely milled tobacco – dissolve when placed in the mouth, releasing significant amounts of nicotine. Designed in direct response to increasing smoke-free restrictions, dissolvable tobacco products are meant to sustain addiction by being an effective substitute when a smoker cannot light up.

Camel Orbs – Looks like a small breath mint or “Tic Tac”

Camel Sticks – Looks like a toothpick

Camel Strips – Looks like a breath-freshening strip



## Snus

- Snus is a smokeless, spitless tobacco product. Small light-weight pouches filled with tobacco are placed between the gum and lip where nicotine can be quickly absorbed.
- Marketed as “Pleasure for Whenever” – suggesting that the product can be discreetly used where other tobacco products can’t.

