

Tobacco in Australia

Facts & Issues

Relevant news and research

18A.4 Snus as a potential harm reduction strategy

Last updated March 2022

Research:

Saether, SMM, Askeland, KG, Pallesen, S, & Erevik, EK. (2021). Smoking and snus use among Norwegian students: Demographic, personality and substance use characteristics. *Nordisk Alkohol Nark*, 38(2), 141-160. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/35310004>

Vigorita, MW, Smith, A, Farrelly, M, Taylor, N, & Spinks, JG. (2022). Predictive validity of the original and expanded susceptibility scales for smokeless tobacco. *Addict Behav*, 130, 107286. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/35231844>

Stjepanovic, D, Phartiyal, P, Leung, J, Lim, CCW, Sun, T, Chung, JYC et al. (2022). Efficacy of smokeless tobacco for smoking cessation: a systematic review and meta-analysis. *Tob Control*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/35197366>

Hendlin, YH, Small, S, & Ling, PM. (2021). 'No-Barriers' tobacco product? Selling smokeless tobacco to women, people of colour and the LGBTQ+ community in the USA. *Tob Control*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/34599083>

O'Brien, EK, Baig, SA, & Persoskie, A. (2021). Absolute and Relative Smokeless Tobacco Product Risk Perceptions: Developing and Validating New Measures that are Up-to-Snuff. *Nicotine Tob Res*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/34482405>

Saebo, G, Tokle, RI, & Lund, I. (2021). Newspaper coverage of snus in an emerging Norwegian snus market 2002-2011: A content analysis. *Nicotine Tob Res*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/34463753>

Clendennen, SL, Mantey, DS, Wilkinson, AV, Perry, CL, Harrell, MB, & Loukas, A. (2021). Digital marketing of smokeless tobacco: A longitudinal analysis of exposure and initiation among young

tobaccoinaustralia.org.au

adults. *Addict Behav*, 117, 106850. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33582623>

Rhee, JU, Abugazia, JY, Cruz, Y, & Timberlake, D S. (2021). Use of internal documents to investigate a tobacco company's strategies to market snus in the United States. *Tob Prev Cessat*, 7, 11. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33598590>

Liu, J, Wang, J, Vansickel, A, Edmiston, J, Graff, D, & Sarkar, M. (2021). Characterization of the Abuse Potential in Adult Smokers of a Novel Oral Tobacco Product Relative to Combustible Cigarettes and Nicotine Polacrilex Gum. *Clin Pharmacol Drug Dev*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33502815>

Tjora, T, Skogen, JC, & Sivertsen, B. (2020). Increasing similarities between young adults' smoking and snus use in Norway: a study of the trends and stages of smoking and snus epidemic from 2010 to 2018. *BMC Public Health*, 20(1), 1511. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33023560>

Vedoy, TF, & Lund, KE. (2020). The greater use of flavoured snus among ever-smokers versus never-smokers in Norway. *Harm Reduct J*, 17(1), 76. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33066793>

Pillitteri, JL, Shiffman, S, Sembower, MA, Polster, MR, & Curtin, GM. (2020). Assessing comprehension and perceptions of modified-risk information for snus among adult current cigarette smokers, former tobacco users, and never tobacco users. *Addict Behav Rep*, 11, 100254. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32467843>

Clarke, E, Thompson, K, Weaver, S, Thompson, J, & O'Connell, G. (2019). Snus: a compelling harm reduction alternative to cigarettes. *Harm Reduct J*, 16(1), 62. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31775744>

Djurdjevic, S, Pecze, L, Weitkunat, R, Luedicke, F, Fry, J, & Lee, P. (2019). Using data on snus use in Sweden to compare different modelling approaches to estimate the population health impact of introducing a smoke-free tobacco product. *BMC Public Health*, 19(1), 1411. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31664971>

Lund, I, & Christiansen, SG. (2019). Association between snus use over time and smoking cessation in Norwegian smokers. *Addiction*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31502348>

Gerlach, K, Shiffman, S, Battista, D, Polster, M, & Curtin, G. (2019). Assessing likelihood of product use for snus with modified-risk information among adult current cigarette smokers, former tobacco users, and never tobacco users. *Addict Behav Rep*, 10, 100208. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31467967>

Meier, E, Lindgren, BR, Anderson, A, Reisinger, SA, Norton, KJ, Jensen, J et al. (2019). A Randomized Clinical Trial of Snus Examining the Effect of Complete Versus Partial Cigarette Substitution on Smoking-Related Behaviors, and Biomarkers of Exposure. *Nicotine Tob Res*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31321423>

Araneda, D, Korhonen, T, Laatikainen, T, Haukkala, A, Rose, RJ, & Kaprio, J. (2019). Association of snus experimentation in late adolescence with daily cigarette smoking in early adulthood: A longitudinal study among Finnish men. *Scand J Public Health*, 1403494819828868. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30973058>

Kendler, KS, Aggen, SH, Gillespie, N, Czajkowski, N, Ystrom, E, & Reichborn-Kjennerud, T. (2019). A Twin Study of Cigarette and Snus Initiation and Quantity of Use in Norwegian Adult Twins. *Twin Res Hum Genet*, 1-6. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31006403>

Wackowski, OA, Ray, AE, & Stapleton, JL. Smokers' perceptions of risks and harm from snus relative to cigarettes: A latent profile analysis study. *Addict Behav*, 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30501991>

Nelson, PR, Chen, P, Battista, DR, Pillitteri, JL, Shiffman, S. Randomized Trial to Compare Smoking Cessation Rates of Snus, with and without Smokeless Tobacco Health-Related Information, and a Nicotine Lozenge. *Nicotine Tob Res*. 2018 Jan 24. pii: 4823099. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29373698>

Gmel, G, Clair, C, Rougemont-Bucking, A, Grazioli, VS, Daeppen, JB, Mohler-Kuo, M, Studer, J. Snus and snuff use in Switzerland among young men: are there beneficial effects on smoking? *Nicotine Tob Res*, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29059425>

Berman, ML, Hatsukami, DK. Reducing tobacco-related harm: FDA's proposed product standard for smokeless tobacco. *Tob Control*, 2017. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28634163>

Elias, J, Hendlin, Y, Chaffee, BW, Ling, PM. Don't throw smokeless tobacco users under the bus. *Addict Behav*. 2017 Apr 10. pii: S0306-4603(17)30146-6. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28410775>

Mutti-Packer, S, Reid, JL, Thrasher, JF, Romer, D, Fong, GT, Gupta, PC, Pednekar, MS, Nargis, N, Hammond, D. The role of negative affect and message credibility in perceived effectiveness of smokeless tobacco health warning labels in Navi Mumbai, India and Dhaka, Bangladesh: A moderated-mediation analysis. *Addict Behav*. 2017 Oct;73:22-29. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28441573>

Ramstrom, L, Borland, R, Wikmans, T. Patterns of smoking and snus use in Sweden: implications for Public Health. *Int J Environ Res Public Health*. 2016 Nov 9;13(11). pii: E1110. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/27834883>

18A.4.2 Cultural adaptability

Jackson, RA, Ren, C, Coleman, B, Day, HR, Chang, CM, Kofie, J et al. (2021). Transitions to smokeless tobacco use among adult cigarette smokers in the Population Assessment of Tobacco and Health (PATH) Study, Waves 3-5 (2015-2019). *Tob Control*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/34937805>

18A.4.3 Ethical issues

Danielsson, M, Lammi, A, Siitonen, S, Ollgren, J, Pylkkanen, L, & Vasankari, T. (2019). Alarming development of dual snus and cigarette usage among young Finnish males. *BMC Public Health*, 19(1), 1249. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31510968>

Grotvedt, L, Forsen, L, Ariansen, I, Graff-Iversen, S, & Lingaas Holmen, T. (2019). Impact of snus use in teenage boys on tobacco use in young adulthood; a cohort from the HUNT Study Norway. *BMC Public Health*, 19(1), 1265. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31519157>

Lund, KE, & Vedoy, TF. (2019). Relative Risk Perceptions between Snus and Cigarettes in a Snus-Prevalent Society-An Observational Study over a 16 Year Period. *Int J Environ Res Public Health*, 16(5). Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30862006>

18A.4.5 How does smokeless tobacco compare to nicotine replacement therapy?

Vedoy, TF, & Lund, KE. (2022). Nicotine content in Swedish type snus sold in Norway from 2005 to 2020. *Nicotine Tob Res*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/35022786>

18A.4.6 What should the public health response be?

Nilsen, CV, Halkjelsvik, T, & Svartdal, F. (2020). Health warning labels describing snus as less harmful than smoking: effects on perceptions of risk. *Harm Reduct J*, 17(1), 36. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32503564>

News reports:

Swedish Match. (2021, 13/09/2021). Swedish Match announces planned separation of its cigar business. Retrieved from <https://www.swedishmatch.com/Media/Pressreleases-and-news/Press-releases/2021/swedish-match-announces-planned-separation-of-its-cigar-business/>

Kary, T, & Cretler, C. Big Tobacco Hopes Oral Nicotine Pouches Fill the Vaping Void. *Bloomberg Businessweek*, 2020. July 17, 2020. Retrieved from <https://www.bloomberg.com/news/articles/2020-07-17/big-tobacco-hopes-oral-nicotine-pouches-fill-the-vaping-void>

Ringstrom, A. Swedish Match beefs up new plant in race for nicotine pouch market. *Reuters*, 2020. Feb 12, 2020. Retrieved from <https://uk.reuters.com/article/uk-swedish-match-results/swedish-match-beefs-up-new-plant-in-race-for-nicotine-pouch-market-idUKKBN2061J8?feedType=RSS&feedName=businessNews&rpc=979>

Perrone, M. In a First, FDA Endorses Brand of Tobacco Pouches as a 'Reduced Risk' Alternative to Cigarettes. *Time*, 2019. Oct 22, 2019. Available from <https://time.com/5707494/fda-endorse-tobacco-pouches/>

Gretler, C. Granddad's Tobacco Gets a Makeover. *Bloomberg*, 2019. Aug 23, 2019. Available from: <https://www.bloomberg.com/news/articles/2019-08-23/granddad-s-tobacco-gets-a-makeover?srd=markets-vp>

R.J. Reynolds Vapor Company. R.J. Reynolds Vapor Company Announces VELO - Expanding Emerging Modern Oral Portfolio and Choice for Adult Tobacco Consumers. *Cision*, 2019. July 8, 2019. Available from: <https://www.prnewswire.com/news-releases/rj-reynolds-vapor-company-announces-velo--expanding-emerging-modern-oral-portfolio-and-choice-for-adult-tobacco-consumers-300880801.html>

End Smoking NZ. End Smoking campaigners welcome Snus into NZ. *Scoop NZ*, 2018. Available from: <http://www.scoop.co.nz/stories/GE1806/S00007/end-smoking-campaigners-welcome-snus-into-nz.htm>

Wright, Duncan. BACC of the net Premier League fears over banned 'snus' tobacco that's on increase in English football... and used in matches. *The Irish Sun*, 2018. Apr 4, 2018. Available from: <https://www.thesun.ie/sport/football/2378767/football-alert-over-snus-tobacco-pouch-use-on-the-rise-in-the-english-game/>

France-Presse, Agence. Not to be sniffed at: more Norwegians turn from cigarettes to snuff. *The Guardian*, 2018. Jan 19, 2018. Available from: <https://www.theguardian.com/business/2018/jan/19/not-to-be-sniffed-at-more-norwegians-turn-from-cigarettes-to-snuff>

No authors listed. Swedish Match loses Norway court case on snus packaging. *Reuters*, 2017. Nov 6, 2017. Available from: <https://www.reuters.com/article/swedish-match-court-norway/swedish-match-loses-norway-court-case-on-snus-packaging-idUSL5N1NC48F>

No authors listed. Research report explores the snus market. *WhaTech*, 2017. Oct 20, 2017. Available from: <https://www.whatech.com/market-research/industrial/394480-research-report-explores-the-snus-market>

Clarke, Toni. FDA opens door to reduced risk claim for Swedish Match snus tobacco. *Mail on Sunday*, 2016. Dec 15, 2016. Available from: <http://www.mailonsunday.co.uk/wires/reuters/article-4033872/FDA-opens-door-reduced-risk-claim-Swedish-Match-snus-tobacco.html>

No authors listed. Perspective: Lessons learned from the first review of Modified Risk Tobacco Product (MRTP) applications. Food and Drug Administration (FDA), 2016. Available from: http://www.fda.gov/TobaccoProducts/Labeling/MarketingandAdvertising/ucm533753.htm?source=govdelivery&utm_campaign=ctp-sos&utm_content=20161220-button-mrtp&utm_medium=email&utm_source=govdelivery