

# CAMPAIGN For TOBACCO-FREE Kids®

## **New Tobacco Products – Lower Risk or More of the Same?**

The issuance of the NCI's Monograph 13 on "light" and "low tar" cigarettes demonstrates the problem of relying on tobacco industry claims of reduced risk for its products in the absence of meaningful government regulation and oversight. Light and Low Tar cigarettes were introduced with claims of reduced harmful components and implied health benefits. Decades later and after millions of consumers concerned about their health switched to these products, the evidence now demonstrates that these expectations were false. The new NCI Report has never been more relevant. Today the tobacco industry is introducing a whole new line of products with claims and representations that are stunningly similar to those made for light and low tar products when they were introduced. Yet, in the absence of government regulation of these products and claims, the American public has no greater certainty today that the claims being made for these new products are any more reliable than the claims made for light and low tar cigarettes

The following is a collection of statements and claims made by various tobacco companies (and one non-tobacco product manufacturer) on the new products they are selling in the United States – all of which are unsubstantiated and unverified by the Federal government. These so-called "reduced risk" or "harm reduction" products – both combustible and smokeless products - are appearing with increasing frequency in the retail market. **These claims are being made in the absence of any Federal regulation of tobacco products that would otherwise serve to determine the accuracy, validity and overall impact on public health from the introduction of these products on the American public.**

**Eclipse (manufactured by RJ Reynolds Tobacco Company) – A cigarette that heats and does not burn tobacco and that is advertised with claims of "less risk" of certain smoking-related diseases.**

"In 1996, following several years of intense development efforts, RJRT began test marketing Eclipse, a new-generation cigarette that primarily heats, rather than burns, tobacco...Although the Eclipse cigarette burns a small amount of tobacco, its smoke chemistry is much simpler than that of current, tobacco-burning cigarettes. In addition, the biological activity of the smoke, as assessed by a battery of toxicological assays, is greatly reduced."

"In April 2000, Reynolds Tobacco launched a new test market of Eclipse, saying Eclipse may present smokers with less risk of certain smoking-related diseases, compared to other cigarettes.

This is based on a four-step scientific methodology that includes:

- Chemical testing and analysis;
- Biological and toxicological testing;
- Human testing; and
- Independent scientific verification.”

Source: [http://www.rjrt.com/TI/Pages/TIpremier\\_eclipse.asp](http://www.rjrt.com/TI/Pages/TIpremier_eclipse.asp); [www.Eclipse.RJRT.com](http://www.Eclipse.RJRT.com); [www.Eclipsescience.com](http://www.Eclipsescience.com).

**Advance (manufactured by Brown & Williamson Tobacco Corporation) – A cigarette being sold and marketed in the U.S. with claims of “less toxins”.**

“Brown & Williamson Tobacco Corporation is launching Advance Lights in Indianapolis, a premium cigarette that combines a special three-part Trionic™ filter and patented tobacco-curing process to deliver a smooth-tasting light cigarette. The new cigarette brand has significantly less of many toxins than the leading Lights brand styles.”

"Advance Lights ... combines two important new technologies to deliver a smooth, rich tobacco taste and reduce the levels of many toxins. While there is no such thing as a safe cigarette, the fact that Advance Lights contain less toxins, while still providing a smooth, satisfying taste for smokers, is an important step in the right direction."

“Advance Lights three-part Trionic™ filter was developed to decrease the levels of many of the principal toxins found in cigarette smoke. The Trionic™ filter is made up of three sections – cellulose acetate, a special carbon compound, and a unique ion-exchange resin. Each of these three segments interacts with a different set of toxic compounds within the cigarette smoke. The result of this three-stage filter is a significant reduction in many of the toxins delivered to the smoker as compared to levels found in smoke delivered by the leading Lights brands.”

“Advance Lights include flue-cured tobacco using a new patented process. This new curing process uses a combination of high-temperature and high-speed airflow that inhibits the formation of tobacco-specific nitrosamines (TSNAs), some of which are categorized as carcinogens by the International Agency for Research on Cancer. Advance Lights also contain oriental and burley tobaccos that are naturally low in TSNAs.”

"The combination of curing and filtration technologies results in less toxins across several categories ... Every pack of new Advance Lights contains a pamphlet that shows how much the major toxins contained in cigarette smoke are reduced compared to leading Lights brands."

Source: [http://www.bw.com/Index\\_sub2.cfm?ID=11](http://www.bw.com/Index_sub2.cfm?ID=11)

**Omni (manufactured by Vector Tobacco Ltd.) – A cigarette being sold and marketed in the U.S. with claims of “reduced carcinogens”.**

“Omni has significantly reduced those carcinogens that are the major causes of lung cancer in smokers. Compared to any other cigarette currently on the market, Omni delivers less carcinogens to the smoker. While Omni has not been proven to reduce the health risks of smoking, Omni's reduced carcinogen levels are a logical and important first step. If you smoke, Omni is clearly the best alternative.”

“We recently introduced a new brand of cigarettes called Omni. Omni is important because it is the first reduced carcinogen cigarette that tastes, smokes, and burns just like any other premium cigarette.”

“As we all know, smoking is addictive and hazardous to your health. However, the medical community has identified specific carcinogens that are a major cause of lung cancer in smokers. In a groundbreaking move, we have greatly reduced many of these. Let me be perfectly clear - there is no such thing as a safe cigarette, and we do not encourage anyone to smoke. But, we strongly believe that if you do smoke, Omni is the best alternative.”

“While Omni has not been proven to reduce health risks, the significant reduction of carcinogen levels is, in our opinion, a major step in the right direction.”

Source: [www.omnicig.com](http://www.omnicig.com)

**Ariva (manufactured by Star Scientific, Inc.) – A mint-flavored, smokeless, compressed tobacco lozenge (a “cigalett” – about the size of a Tic-Tac breath mint) being sold and marketed in the U.S. as a product to use when you can't smoke cigarettes.**

“Ariva(TM) is a compressed, powdered tobacco product designed to dissolve in the mouth without expectoration, and to be used during situations when smoking is prohibited or inconvenient. ``Those who will use Ariva(TM) are adult smokers who increasingly find themselves in situations where they can't smoke -- for example, mothers who choose not to expose their children to second-hand smoke, travelers who fly on long plane trips, or restaurant patrons who are prohibited from smoking in dining rooms”

“Star Scientific believes Ariva(TM) smokeless cigalett(TM) pieces provide adult smokers, for the first time, with the opportunity to choose a convenient, taste-acceptable alternative to use in all those environments where smoking is prohibited either by law or social custom. ``As a result of the broad enactment of laws prohibiting smoking in a variety of environments, cigarette companies have been separated from their adult customers. This cultural shift provides Star Scientific the opportunity to own a significant new market segment, "When You Can't Smoke.”

“According to market research, we know that more than 40 percent of America's 47 million smokers are looking for acceptable alternatives to cigarettes. Ariva(TM) gives

them that alternative, as well as a critical benefit: they are not taking smoke into their lungs. Scientific research has identified more than 4,000 chemical compounds in cigarette smoke, 43 of which are toxic and cause cancer. The inhalation of these chemical compounds makes smoking the most harmful use of tobacco.“

“The tobacco in Ariva(TM) is 100% Virginia, StarCured(TM) tobacco, which the company believes contains the lowest levels of tobacco-specific nitrosamines (TSNAs) in the world.”

Source: [www.starscientific.com/frame\\_pages/release\\_frame.htm](http://www.starscientific.com/frame_pages/release_frame.htm).

**Stonewall (Star Scientific, Inc.) – A smokeless tobacco product being sold and marketed in the U.S. with claims of “reduced toxins”.**

“The tobacco in both Stonewall(TM) moist and dry snuffs is 100% StarCured(TM) Virginia tobacco that is cultivated by U.S. farmers participating in the StarCured(TM) tobacco curing program. Star Scientific believes that the Stonewall(TM) products offer enhanced flavor, as well as reduced toxins, for adult tobacco consumers who want to make an informed choice about their use of smokeless tobacco products.”

“The unique StarCured(TM) tobacco curing technology, licensed exclusively to Star Scientific, substantially prevents the formation of tobacco-specific nitrosamines, or TSNAs, that occurs in traditional curing methods. Responsible scientists believe TSNAs are among the most powerful and abundant carcinogens in tobacco leaf and smoke. There also is an emerging body of scientific research that suggests TSNAs may be the only major group of toxins in smokeless tobacco.(1) The TSNA levels in the Stonewall(TM) products are substantially lower than those found in any smokeless products currently sold in the United States.”

“We believe that we have a responsibility to inform adult tobacco users about the reduction in TSNAs we have been able to achieve in our smokeless tobacco products, as well as the significant differences between smoked and smokeless tobacco. Therefore, our marketing theme is "Know Your Snuff`. We believe an informed adult tobacco consumer is our best potential customer.”

“Using the StarCured(TM) patented technology, we are manufacturing smokeless products (Stonewall(TM) moist and dry snuffs) that we believe deliver the lowest possible levels of these toxins in the world. That is the only responsible approach to pursue.”

Source: [http://www.starscientific.com/frame\\_pages/release\\_frame.htm](http://www.starscientific.com/frame_pages/release_frame.htm).

**Revel (United States Smokeless Tobacco Company) - Mint-flavored, smokeless tobacco being sold and marketed in the U.S. as a product to use when you can't smoke cigarettes.**

“Our research shows that nearly half of adult smokers are interested in a socially acceptable option to cigarettes when they are not able to smoke... Whether restricted on an airplane, in a meeting, on the factory floor, or in a shopping mall, we believe that REVEL™ is the answer adult smokers have been seeking. This is the most thoroughly researched and tested product that we have ever brought to market. It has tremendous potential to change the way adult smokers think about smokeless tobacco.”

Source: <http://www.ustshareholder.com/>.

**Exalt (manufactured by Swedish Match) – Smokeless tobacco product being sold and marketed in the U.S. with claims of reduced cancer and overall health risk in comparison to cigarettes.**

“In the last 10 - 15 years a number of scientific reports on the health consequences of using Swedish Snus have been published. These reports show a different picture of the health risks compared to the IARC report and recent studies do not support the IARC conclusion.”

“The conclusions of the Swedish scientific reports probably reflect decades of R&D work in Swedish Match, focussing on eliminating or reducing the undesired components in our products. The EU decision during the spring of 2001 to remove the mandatory cancer warning on smokeless tobacco products we see as a consequence of our R&D work.”

“Our efforts have resulted in a standard for Swedish Snus, GothiaTek®, thus telling all users of Swedish Snus that the Swedish research reports refer to those products only, which now display the GothiaTek® symbol. This same quality standard will also appear on products produced in the United States and known as Tobacco Packets.”

“Does Swedish Snus cause cancer? None of the four scientific studies from Sweden which has been published in the last years has found any association between Swedish Snus and cancer. These results include mouth cancer, stomach cancer and intestinal cancer.”

“Is it as dangerous to use Swedish Snus as to smoke cigarettes? According to the Swedish Health Authorities’ report "Health risks with snus", 1997, are the risks associated with Snus with great probability lower than those associated with smoking.”

Source: <http://www.swedishmatch.com/eng/>.

**Nicotine Water (manufactured by S&F Garrett) – Bottled water with nicotine (sold as a “diet supplement”) being sold and marketed in the U.S. with claims that it is “free of the severe health risks” of smoking.**

“The goal of Nicotine Water is to give cigarette users an alternative source of nicotine that is free of the severe health risks of tar and smoke.”

“We have categorized the five largest segments where we believe Nicotine Water can be of most use. If you do not find your reason on the list, it should not come as a surprise

since the reasons people smoke are almost as diverse as the number of people who smoke:

1. People who may or may not wish to quit smoking but cannot smoke at their place of work.
2. People who wish to quit smoking.
3. Commuters/travelers, planes, trains, buses and car-pools.
4. Public and government buildings where smoking is not allowed.
5. Parents not wishing to expose their children to tobacco smoke.”

“Nicotine Water is categorized as a dietary supplement rather than a drug in that it was conceived as a healthier alternative to cigarettes and other tobacco products and not as a treatment or cure for the use of tobacco products.”

“What is most important is what Nicotine Water does not contain. It does not contain tar and smoke which are substances so potent that they not only kill 400,000 cigarette smokers per year, they also, through second hand smoke, kill an additional 53,000 individuals.”

Source: [www.nicotinewater.com](http://www.nicotinewater.com).