

# The Harm Reduction Opportunity with Smokeless Tobacco Products

Global Forum on Nicotine – Keynote Speech

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# Cigarette Smoking: A Significant Public Health Problem

Cigarette smoking causes about **one of every five deaths** annually in the U.S.

Cigarette smoking causes an estimated **480,000 deaths** annually

**Smokers' life expectancy** is about **10 years shorter** than nonsmokers'

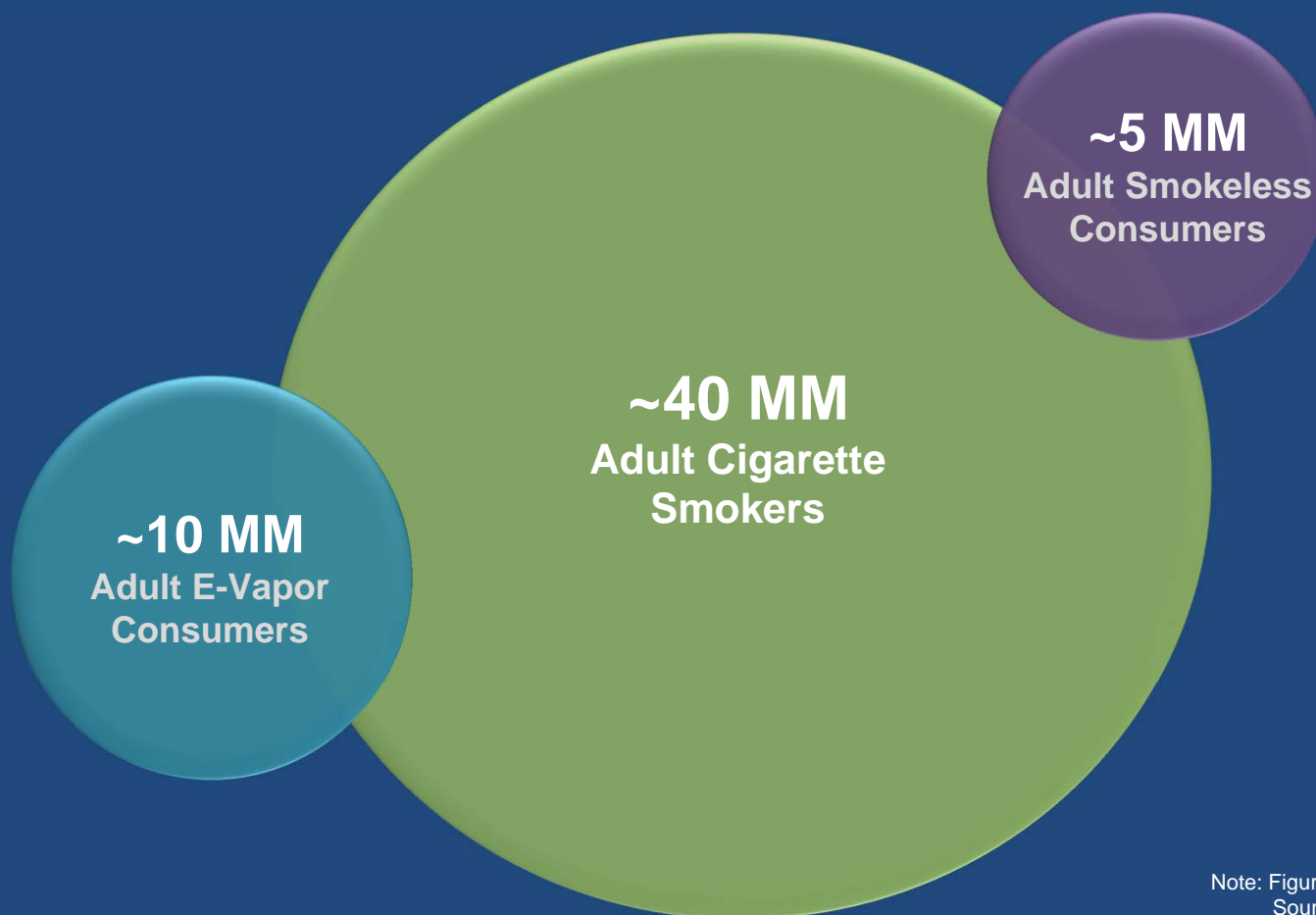
Source: [http://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/health\\_effects/tobacco\\_related\\_mortality/index.htm#cigs](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/tobacco_related_mortality/index.htm#cigs)



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# Harm Reduction Opportunities



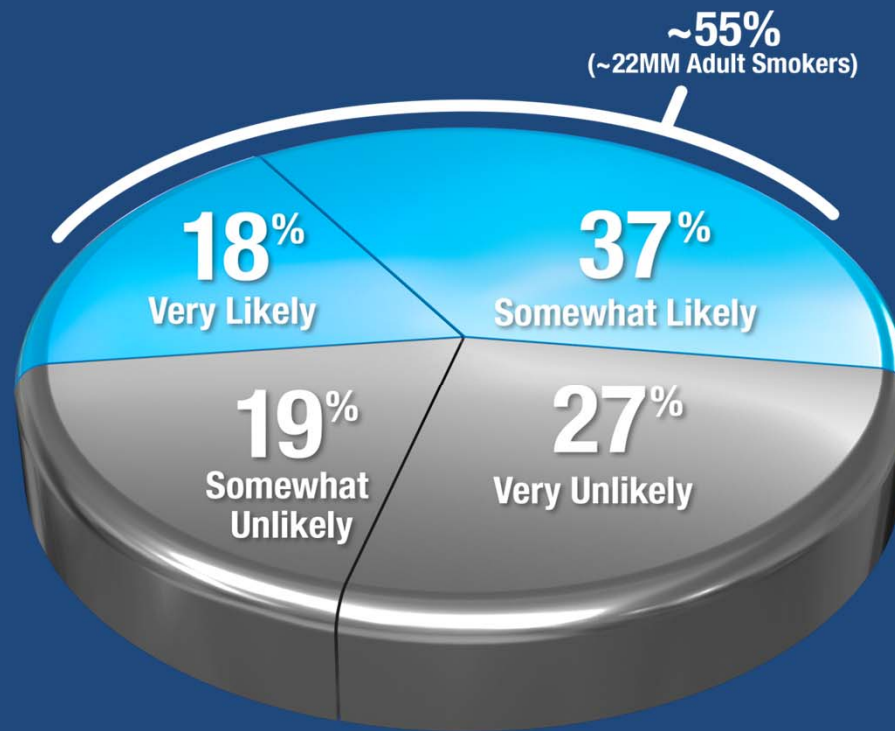
Note: Figures shown are U.S. Adult Tobacco Consumers  
Source: 18+ATCT 12MM ending December 2017  
Numbers may not foot due to rounding



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# Over Half of U.S. Adult Smokers Are Interested in Reduced-Risk Tobacco Products



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Source: Based on ALCS analysis of PATH Wave 1 data Sept 12, 2013 – Dec 14, 2014; Response to question – “If a tobacco product made a claim that it was less harmful to health than other tobacco products, how likely would you be to use that product?”

# Innovative Non-Combustible Product Platforms

## Smokeless/Oral Tobacco-Derived Nicotine



## E-Vapor



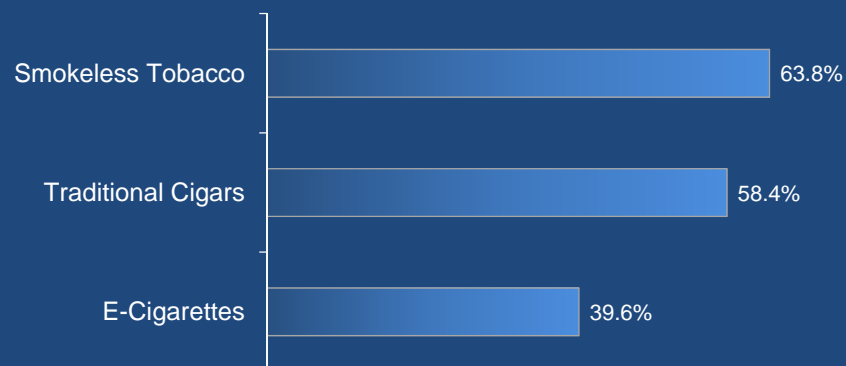
## Heated Tobacco



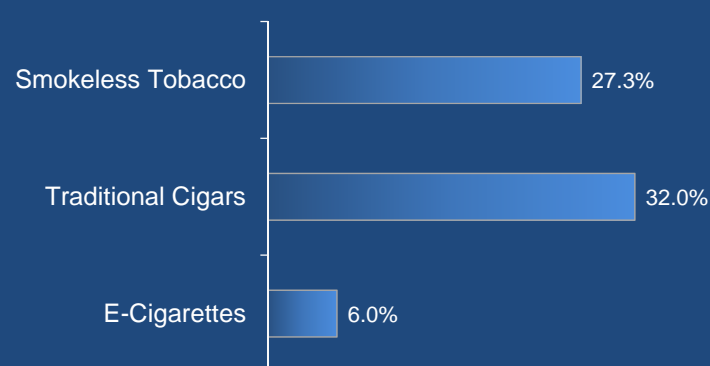
# Misperceptions about the Risks of Smokeless Tobacco (ST) vs. Cigarettes

Over 90% of cigarette smokers think ST\* is about the same or more harmful than cigarettes

% of adult cigarette smokers thinking each product is about the same harm as cigarettes



% of adult cigarette smokers thinking each product is more harmful than cigarettes



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Source: ALCS Analysis of PATH Wave 1 (Sept '13- Dec '14) Adult Public Use File. In PATH, "Don't Know" is not included in the valid response set.  
\*ST defined as loose snus, moist snuff, dip, spit or chewing tobacco.

# USSTC Submits MRTP Application (MRTPA)

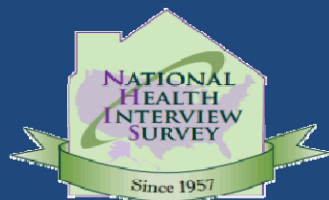
- MRTPA Submitted 3/20/18
- 365 Day Review Period from FDA filing
- Tobacco Products Scientific Advisory Committee (TPSAC) meeting



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# Linked Mortality Analysis: Based on Nationally Representative Epidemiology



## National Health Interview Survey

- Survey Years: 1987 – 2005 (intermittent)
- **~155,000** total respondents
  - **~3,000** smokeless tobacco users

## National Longitudinal Mortality Study

- Based on the Current Population Survey
- Survey years: 1993-2005
- **~231,000** total respondents
  - **~3,500** smokeless tobacco users

Two nationally representative public health surveys  
linked to the National Death Index (2011 update)\*



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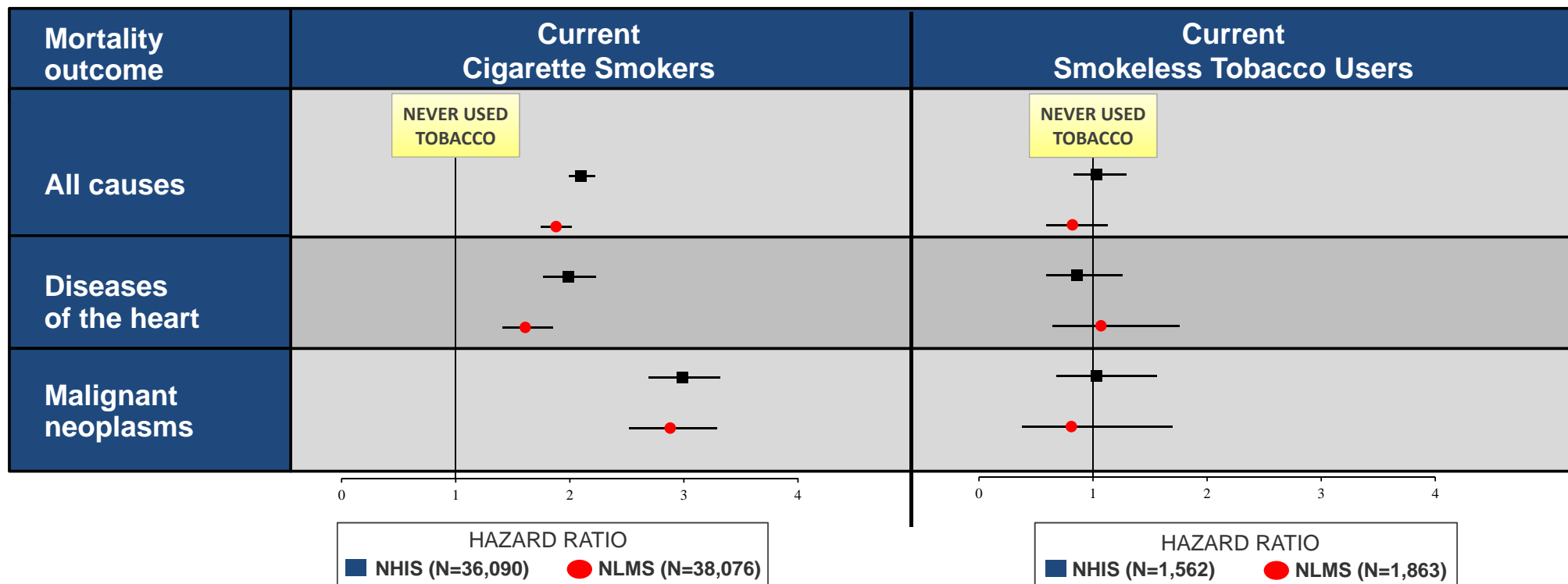
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\*Mortality outcomes available through linkage to the National Death Index (NDI)  
available from the National Center for Health Statistics

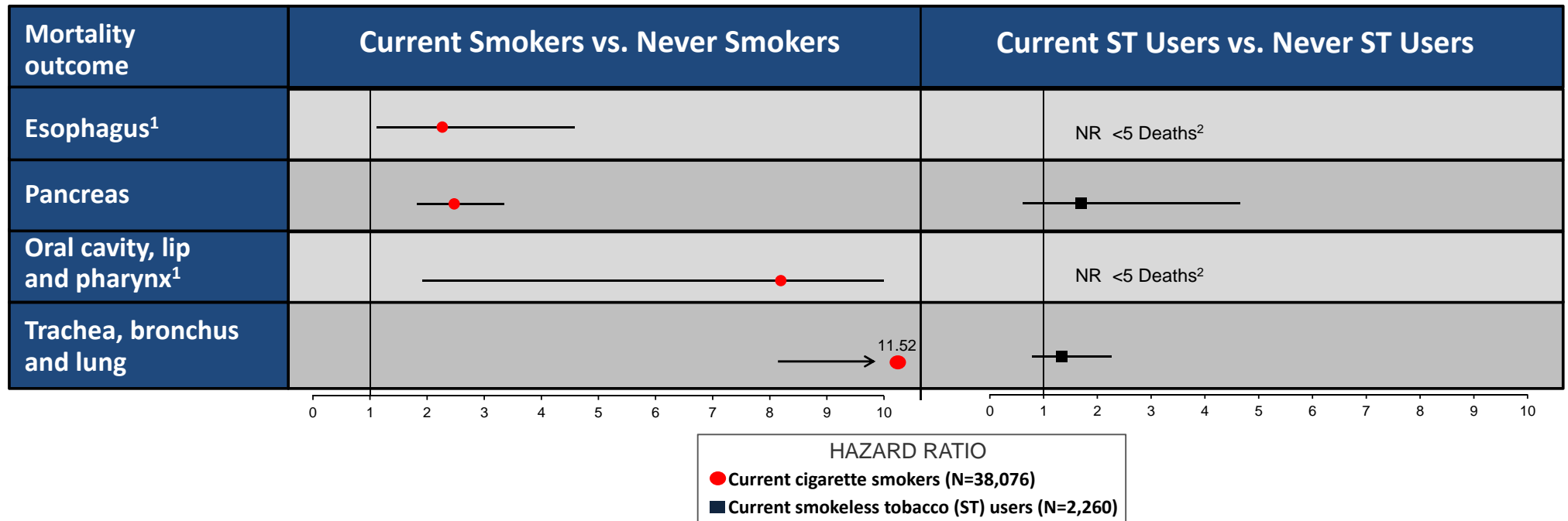
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# Major Causes of Mortality



# Specific Cancer Mortality



<sup>1</sup> Estimates from NLMS public use data

<sup>2</sup> National Center for Healthcare Statistics suppresses cell sizes less than 5 to protect respondent confidentiality.

# Summary

- Significant misperceptions exist regarding ST products among U.S. Adult Smokers despite the substantial risk differential
- Completely switching from cigarettes to ST presents a harm reduction opportunity
- Our MRTP application on Copenhagen® Fine Cut has the potential to:
  - Correct widely held misperceptions between smokeless tobacco and cigarettes
  - Help consumers make more informed tobacco product use decisions



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