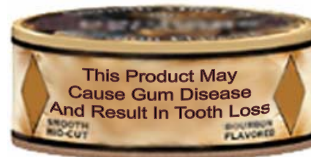


It's a fact. Dipping is linked to lip, cheek, tongue, and other types of oral cancer. And the longer you dip, the greater your chances of getting oral cancer may become.

(American Dental Association, 2004 at www.ada.org)



A dipper's gums start receding. Dip damages mouth tissue. And mouth sores that look like grayish-white places on the inner cheek begin to appear. Most oral cancers start from these mouth sores

(American Cancer Society, 2004 at www.cancer.org)



Compared to Smokers, Dippers ingest far greater concentrations of cancer-causing chemicals: Ten times more, on average.

(Oral Cancer Foundation, 2004 at www.oralcancerfoundation.org)

What the spit tobacco cans don't tell you:

There is a number of short-term and long-term negative Effects associated with spit tobacco:

- ♦ Chronic halitosis (bad breath)
- ♦ Mouth lesions
- ♦ High blood pressure
- ♦ Increased agitation
- ♦ Cardiovascular disease
- ♦ Loss of teeth
- ♦ Tooth abrasion
- ♦ Unhealthy eating habits (the sense of taste and smell is affected-leading to the higher consumption of saltier & sweeter foods, which are both harmful in excess)
- ♦ Heartburn (acid reflux)

Some of the more immediate effects of the nicotine in spit tobacco may include:

- ♦ Spike in blood pressure
- ♦ Increased heart rate
- ♦ Decrease in skin temperature
- ♦ Sweating
- ♦ Diarrhea

All of the above: (U.S. Department of Health and Human Services, 2004 at www.health.gov); (CDA, 2003 at www.cda.org); and, (American Academy of Otolaryngology—head and Neck Surgery at www.entnet.org)

Oral cancers caused by spit tobacco can include cancer of the lips, tongue, cheeks, gums, and the floor and roof of the mouth.

(American Cancer Society, 2004 at www.cancer.org)



Exposure to tobacco juice can induce cancers of the esophagus, larynx, stomach, pancreas and prostate.

(American Cancer Society, 2004 at www.cancer.org)

Your habit or your life.



1-877-966-8784

Is Nicotine Really A Bad Thing?

Nicotine is a poisonous and highly addictive drug...Period. Further proof of this fact is easily seen:

- ♦ The Nicotine in spit tobacco is absorbed directly into the bloodstream. This delivery may be enhanced by the natural abrasives in tobacco leaves

(U.S. Department of Health and Human Services, 2004 at www.health.gov)

- ♦ Nicotine contributes to cardiovascular disease and high blood pressure, (by entering through the mouth or the gastrointestinal tract)

(American Cancer Society, 2004 at www.cancer.org)

- ♦ Dipping 8 to 10 times a day can deliver as much nicotine as smoking 30 - 40 cigarettes

(Spit Tobacco: Does Smokeless Mean Harmless?, 2001 Mayo Clinic Report)

- ♦ Manufacturers of spit tobacco systematically alter nicotine absorption by adjusting the pH of moist snuff to gradually move novice users to higher levels of nicotine addiction

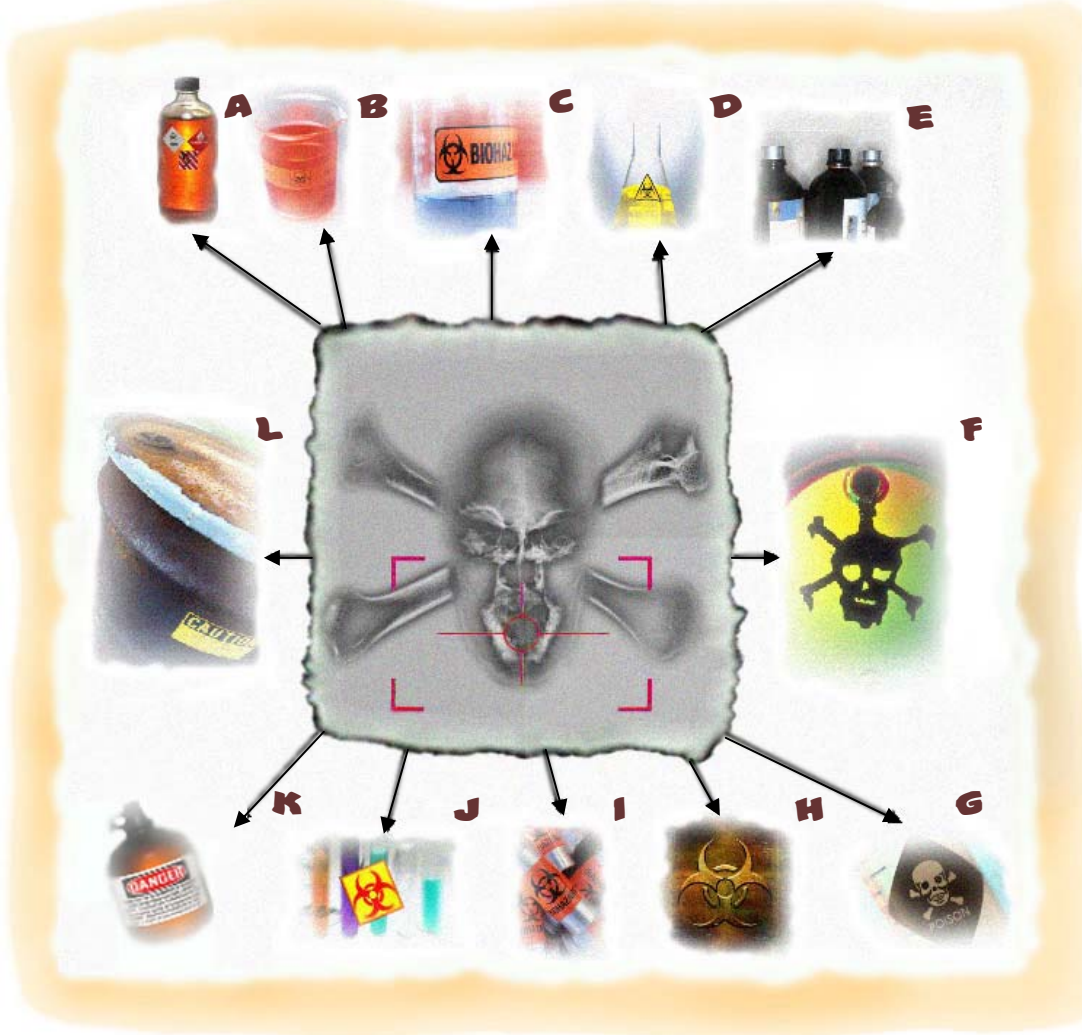
(National Cancer Institute, 2004: at www.nci.nih.gov/cancertopics/tobacco)

How 'Hooked' Is WV?

- ♦ The current spit tobacco excise tax rate is only 7% of the wholesale price. The national average is 29.9%

(Campaign for Tobacco-Free Kids, 2003 at www.tobaccofreekids.org)

Big Tobacco: Targeting Your Mouth



- ♦ In 2002 spit tobacco use, among adult males in West Virginia, was at a rate of 17.1%, which was the highest percentage reported among the 15 states who measured spit tobacco use

(Behavioral Risk Factor Surveillance System, 2002)

- ♦ 23.3% of West Virginia high school male students report using spit tobacco during the last month, compared to 11% for males nationally.

(Youth Risk Behavior Survey, 2003)

- ♦ Of West Virginia high school aged female students, 3.3% report using spit tobacco during the past month, compared with 2.2% for females nationally.

(Youth Risk Behavior Survey, 2003)

What Else Is In Smokeless Tobacco?

In addition to **Nicotine**, spit tobacco contains:

- A Polonium**— a radioactive chemical found in nuclear waste
- B Arsenic**— a dangerous compound used in pesticides
- C Cadmium**— a car battery acid
- D Nitrosamine**— a cancer-inducing chemical
- E Formaldehyde**— a preservative for dead bodies

Other cancer-causing substances in spit tobacco include:

- F Acetaldehyde**
- G Crotonaldehyde**
- H Hydrazine**
- I Cyanide**
- J Nickel**
- K Benzopyrene**
- L ...and 17 Other Cancer Causing Agents (28 carcinogens total) ***

*All of the above: (National Cancer Institute, 2005 at www.nci.nih.gov) and (American Dental Association, 2004 at www.ada.org); Carcinogen descriptions: (Agency For Toxic Substances And Disease Registry, 2005 at www.atsdr.cdc.gov)