





WHAT IS ARIVA™ ?

- *Ariva* is a smokeless tobacco product made of compressed powdered tobacco for use in the oral cavity.
- Because *Ariva* dissolves completely in the mouth there is none of the expectoration that is part of moist snuff tobacco use.
- The tobacco used in *Ariva* is 100% StarCured™ tobacco that is grown and processed in Virginia.
- StarCured™ tobacco is cured using Star's patented curing technology that interferes with the formation of a group of toxins known as tobacco specific nitrosamines (TSNAs). Currently there are no studies that prove that lowering nitrosamine levels decreases health risk. However, data from studies of Swedish snuff ("snus") use have documented no increase in oral cancer among users of that product.
- *Ariva* is used by adult smokers. It is not a smoking cessation product.
- Unlike smoked tobacco, *Ariva* does not contain hundreds of toxic chemical constituents that are caused by the burning of tobacco.
- Because *Ariva* is intended only for adult tobacco users, it is not advertised or promoted with messages and/or claims that are used to appeal to young audiences or non-smokers. It is kept in the same location in stores as other tobacco products, and purchase requires valid proof of age.
- Star uses child-resistant blister packs in order to prevent young children from accessing the cigarette™ pieces.

FOR DISTRIBUTION TO PUBLIC HEALTH COLLEAGUES