

2.6.2 Modified risk execution #2

Smokers who **SWITCH COMPLETELY** from cigarettes to Camel SNUS can greatly reduce their risk of lung cancer, oral cancer, respiratory disease, and heart disease

2.6.3 Modified risk execution #3

Smokers who **SWITCH COMPLETELY** from cigarettes to Camel SNUS can greatly reduce their risk of lung cancer and respiratory disease

2.7 Description of Camel Snus Products

2.7.1 Historical background for Camel Snus development

Snus is an oral smokeless tobacco that has been used in Sweden since the early 1800s and is sold both as loose tobacco and as tobacco portioned in fleece pouches. Snus has historically used finely ground tobaccos that undergo a two-step process: (1) a heat treatment process in the presence of water and sodium chloride; and (2) a cooking process which incorporates the addition of a pH-modifying solution. The primary differences between snus and the various types of moist snuff tobacco products traditionally sold in the United States are (1) the tobacco types used and (2) manufacturing processes used to produce the final product. Specifically, snus manufacturing uses tobaccos processed via heat treatment, rather than via fermentation. Both of these tobacco processing methods, heat treatment and fermentation, are used in order to improve the taste and/or to minimize the potential for microbial activity, but it is generally accepted that heat treatment (along with selection of tobaccos) has the greater impact on lowering quantities of harmful and potentially harmful constituents (“HPHCs”) when compared to other forms of smokeless tobacco which use the fermentation process.

2.7.2 Current Camel Snus products that are the subject of this MRTP Application

The six Camel Snus tobacco products that are the subject of this MRTP Application are all portioned pouched smokeless tobacco products within the snus sub-category. All six Camel Snus brand styles are manufactured using a very similar process as other snus products sold in various markets. (b) (4)

(b) (4)

(b) (4)

These unique sub-brand blends are then pouched in a porous fleece material and packaged in metal tins to make the finished product.