

How can we TOGETHER prevent an nicotine epidemic amongst Europe's children?



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We see with great concern the sharp increase in young people who become addicted to nicotine in Sweden, largely due to white snus that was launched in 2016. Since then the market has exploded, and now the product is rapidly becoming popular among minors all over Europe. It is a threat to public health.

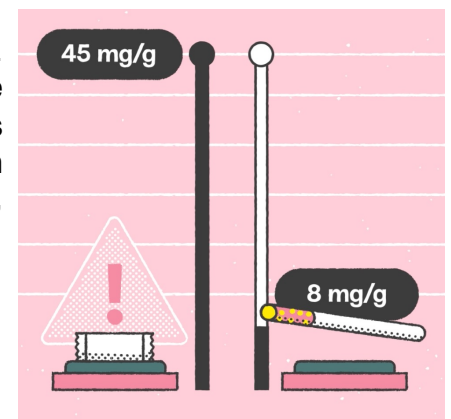
In recent decades, cigarette smoking has decreased in Sweden, and the Swedish snus industry claims that the declining number of smokers is due to Swedish snus. It is a truth with modification. Evidence-based studies show that the reduction in smoking in Sweden is mainly due to **increased legislation and other government efforts**, not due to brown snus or the launch of white snus. Rather, the new products have recruited new target groups, such as women and children, which has increased the number of nicotine addicts in Sweden. For example, the percentage of girls of high school age who use snus has more than quadrupled in 10 years.



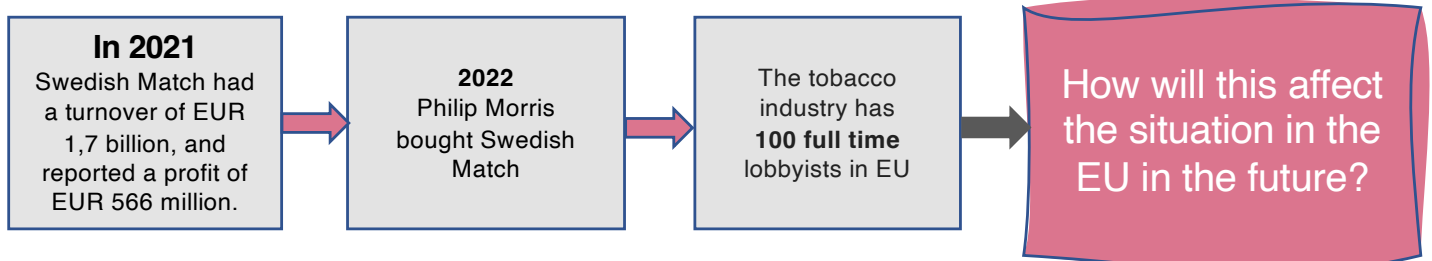
With the help of **enticing flavors and colorful packaging**, the tobacco industry has succeeded in deceiving both the public and decision-makers that white snus is harmless. It has created a completely new market – namely pure nicotine products.

This means that **Sweden has failed**. Swedish politicians have not prevented the launch and sale of white snus. White snus has been allowed to be marketed at youth festivals, in stores and on social media, with the help of influencers.

Until 2022, it was legal in Sweden for minors to buy white snus and for tobacco companies to hand out free samples to children.



White snus is called tobacco-free, even though the nicotine is extracted from the tobacco plant. Because of this rhetorical ploy, the product has not been regulated under Swedish tobacco legislation. The same applies in many other European countries, with the consequence that the snus ban in the EU could be evaded. The tobacco industry promotes the product as a solution to help smokers quit, and as almost harmless compared to cigarettes. But to get a fair picture of the harmfulness of white snus, it must be compared with non-use. Since white snus contains high doses of nicotine the latest research on the harm of nicotine needs to be used as a basis for decisions regarding white snus within the EU.





IS A POISON

White snus contains large amounts of nicotine, often in significantly higher concentrations than in cigarettes. To understand the importance of regulating white snus, one needs to understand why nicotine is harmful. Nicotine is a highly addictive drug and new research shows that nicotine itself poses risks in the form of...

... OTHER ADDICTIONS:

Many who use snus also use cigarettes, and there is also a strong connection between nicotine use and alcohol addiction. Animal studies suggest that nicotine addiction increases susceptibility to addiction to other substances. This is because the brain's reward system is rebuilt by nicotine.

... EFFECTS ON THE FETUS:

Nicotine is harmful to the fetus and white snus can contain very high doses of nicotine. The blood supply in the uterus is affected, which means that the function of the placenta deteriorates and the fetus can therefore receive less nutrition and oxygen. It can lead to complications such as growth retardation, premature birth, miscarriage, placental abruption, preeclampsia and sudden infant death syndrome. The risk of malformations such as cleft palate also increases.

... POORER QUALITY OF SPERM AND BREAST MILK:

Nicotine affects the quality of sperm, and reduces men's chances of becoming parents by 10 percent. Nicotine also affects breast milk and the concentration is higher in the milk than in the mother's blood. It can take up to eight hours before the nicotine has completely disappeared from the breast milk.

... DIABETES:

Increased risk of developing type 2 diabetes.

...WORRY AND ANXIETY:

The same receptors that are involved when nicotine is absorbed affect worry and anxiety. The more a person is exposed to nicotine, the more the system is disrupted. At the moment, snus is perceived as anxiety-relieving, and to an even greater extent women feel that it is, but the anxiety is amplified in the moments when you are not using nicotine. It also contributes to the fact that it is difficult to quit snus.

... THE HEART AND THE VESSELS:

Nicotine increases blood pressure by activating receptors and releasing adrenaline. This results in an increased heart rate and stiffer and more irritated blood vessels, which will not be as flexible as otherwise. Free fatty acids are released into the blood and can contribute to the metabolic syndrome, which increases the risk of lifestyle diseases such as type 2 diabetes, cardiovascular disease and certain cancers such as prostate cancer, bowel cancer and breast cancer.

...PROBLEMS WITH THE STOMACH AND INTESTINES:

The nicotine receptors affect the stomach and stools so that it becomes harder or looser.

... IMPAIRED WOUND HEALING:

Nicotine makes it harder for wounds to heal. The fact that the vessels become more rigid also makes it more difficult to operate on you. The entire cell cycle deteriorates.

... INJURIES IN THE MOUTH:

The oral mucosa becomes inflamed where the snuff is inserted. There, malignant cells can arise. The gums recede and the exposed tooth necks increase the risk of caries. Saliva quality deteriorates, which can negatively affect the immune system. Oral and pharyngeal cancer is largely due to tobacco use.

... BAD BREATH:

Impaired saliva production makes your mouth dry, which contributes to bad breath.

... SLEEP:

Nicotine affects the sleep rhythm. Many people find that they fall asleep more easily when they have a pill under their lip, but just like alcohol, nicotine has the effect of waking you up more often and getting a poorer quality of sleep.