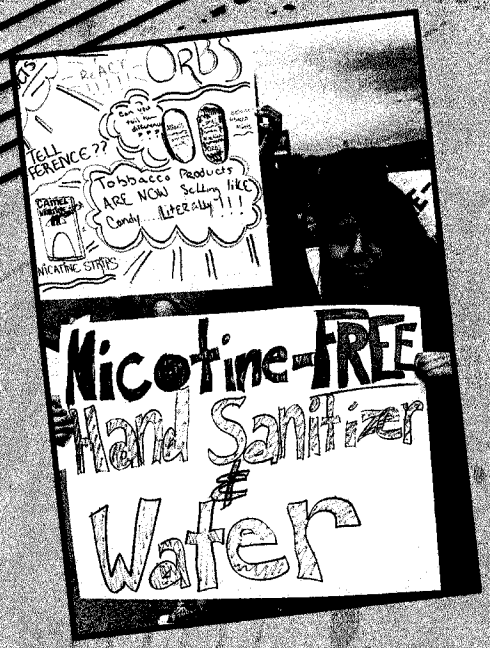
EXHIBIT 2
DATE 3-3-2011
HB 2

NEW PRODUCTS

new problems

MONTANA
TOBACCO USE PREVENTION PROGRAM



INTRODUCTION

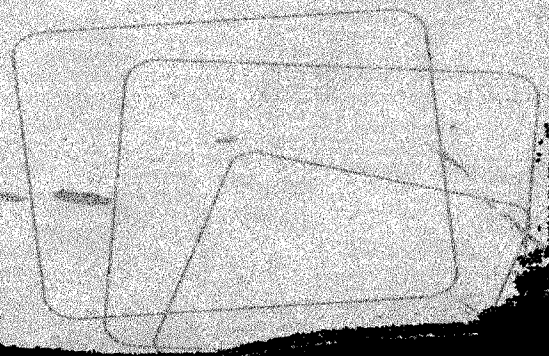
Tobacco companies want and need kids to experiment with and become addicted to tobacco. These companies and new competitors to the nicotine addiction market focus on youth to keep their businesses going.

Montana's efforts to curb new teen addiction to cigarettes have been successful! And yet, new products still threaten our teens and young adults by increased marketing targeted to that age group. Tobacco companies continue to develop new products and even modify old products – all to make tobacco seem more appealing or less harmful. In fact, where there is addiction and nicotine, there is a risk to health.

This booklet is designed to help parents, teachers, administrators, and coaches become familiar with these products and aware of the dangers they pose to our youth. It is the intention of the Montanan Tobacco Use Prevention Program to continue to help the youth of Montana choose a tobacco-free lifestyle.

SNUS

SNUS (pronounced "snoose") is a spitless modification of smokeless tobacco. It is pasteurized, powdered tobacco portioned into small teabag-like pouches.



It is **MARKETED** in colorful tins with brand names of better-known tobacco products. It is often advertised for use "when you can't smoke." Snus is sold in flavors that are sweet or cooling for the purpose of masking the harsh flavor of tobacco. Convenience stores feature this product often in refrigerated units or as a special bonus offer.

RISKS include nicotine addiction, dental disease, cancer, high blood pressure, heart disease, and stroke. Snus is FDA **REGULATED** for advertising, labeling, and prohibition of self-service sales. It is not restricted for flavors.

EXAMPLES include: Camel Snus, Marlboro Snus, and Skoal Snus.

Citations:
www.tobaccoproducts.org
www.trinketsandtrash.org
http://www.fda.gov/TobaccoProducts/GuidanceComplianceRegulatoryInformation/ucm214425.htm

DRY SNUFF

DRY SNUFF is a tobacco product made of finely ground or pulverized tobacco leaves. It is inhaled rather than smoked. It does contain nicotine and can lead to dependency.

RISKS include nicotine dependency and primary or dual tobacco addiction. It may cause oral, nasal, or other cancers, high blood pressure, heart disease, and stroke.

The FDA **REGULATES** dry snuff as a smokeless tobacco product. As such, it must have a warning label and is prohibited from being sold by self-service displays or via the Internet. It is not restricted for flavors.

This product is **MARKETED** as a method of tobacco use that will not easily be seen or noticed, as the product produces no smoke or evidence of tobacco in the mouth. It is sold in a variety of containers or dispensers, which often look like candy, and in a number of flavors and scents.

EXAMPLES include: Zuka, Rockit, Q Snuff, and McChrystals.

Citation:
Severson, Herbert H., "Smokeless Tobacco: A Deadly Addiction" HEALTH EDCO, 1997
http://www.trinketsandtrash.org/

DISSOLVABLE TOBACCO PRODUCTS

DISSOLVABLE TOBACCO PRODUCTS are made from finely milled tobacco and are held together by food-grade binders. They do not produce smoke, and they do not require spitting.

Addictive nicotine is found in all of these products, and the quantity of it is **UNREGULATED AND UNPREDICTABLE**. There are no studies to either prove safety or establish level of risk. The FDA does not yet have specific regulations for these items but is examining the product class to determine regulations. They are currently prohibited for sales to persons under 18.

Dissolvable tobacco products are **AVAILABLE** in a variety of shapes and containers. They are designed to look like breath mints or candy and, for that reason, may appeal to the youth market.

RISKS include nicotine addiction as well as nicotine poisoning in infants and children.

This product is **MARKETED** as a smoking substitute that quickly dissolves in your mouth and provides the same satisfaction as smoking. It is also promoted as an alternate to other types of smokeless tobacco without the need to spit. Dissolvable tobacco pellets or shaped products can lead to nicotine poisoning, particularly in young children.

EXAMPLES include: Camel sticks, strips, orbs, Stonewall, and Arriva.

Citations:
http://pediatrics.aappublications.org/cgi/content/full/125/5/896
http://www.fda.gov/TobaccoProducts/GuidanceComplianceRegulatoryInformation/ucm199711.htm

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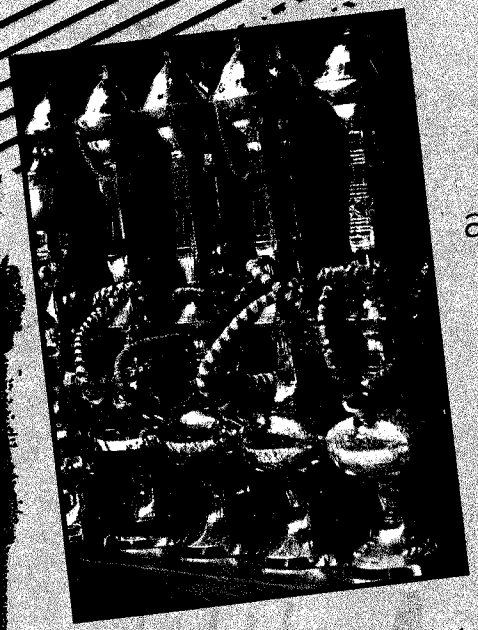

HOOKAH AND SHISHA

The **HOOKAH** originated in the Middle East and dates back at least 500 years. It is a water pipe used to smoke shisha tobacco through cooled water. The tobacco is heated in the bowl by charcoal at the top of the hookah. The smoke is then filtered through the water in the base of the hookah before it is inhaled. **SHISHA** is a very moist and sticky type of tobacco, usually soaked in honey or molasses. The tobacco is flavored with fruit, candy, or mint to give off a sweet odor.

Neither hookahs nor shisha are currently **REGULATED** under FDA guidelines.

Shisha is often produced outside the U.S. and is not required to post warning labels as it does not meet the definition of smoking or smokeless tobacco for FDA regulation.

EXAMPLES include: Fantasia, Hookahfina, Starbuzz, and Fumari.

RISKS include nicotine addiction, cancer, high blood pressure, heart disease, stroke, and carbon monoxide poisoning. Additionally, sharing mouthpieces may add to the risk of transmitting illness such as herpes, colds, or other bacterial or viral infections. In a 60-minute session, a hookah smoker may be exposed to as much nicotine and tar as is contained in a single pack of cigarettes.

Citations:
http://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/hookahs/ (December 9, 2010)
"Top Facts: Hookahs" The Bacchus Network. December 9, 2010 http://www.tobaccofreeu.org/pdf/Hookah.pdf
http://www.fda.gov/TobaccoProducts/GuidanceComplianceRegulatoryInformation/ucm214425.htm

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CONCLUSION

Each generation of product innovations tries to improve on the one that came before. This booklet conveys what is known about current products. Before long, new products will likely arrive on the market.

As a concerned citizen, you may want to know what you can do in response to the arrival of these products in Montana. Below are some suggestions.

Continue to be alert and share the knowledge of what is being promoted at local convenience stores. Keep other parents, teachers, and administrators in that loop so that discussions with teens are informed and helpful.

Recognize that there is no safe tobacco product being promoted or sold commercially, nor is there likely to be. Whether it is labeled new, natural or organic, the problem remains the same: addiction, disease, and the risk of death.

Know that the FDA desires consumer input on the new project of overseeing tobacco marketing and regulation. The FDA website lists opportunities for comments and suggestions. While the FDA is authorized to oversee marketing, FDA regulation does not imply product safety.

Finally, get involved! Support your local tobacco prevention coalition in [illegible] events, positive social change, and youth empowerment.

FDA.gov

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