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October 21, 2016

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FOOD AND DRUG ADMINISTRATION
CENTER FOR TOBACCO PRODUCTS
Document Control Center
Building 71, Room G335
10903 New Hampshire Avenue
Silver Springs, MD 20993-0002

SUBJECT: PERIODIC REPORT for STN PM0000010 – PM0000017 (Actual Labeling Samples)

Dear Sir or Madam:

Swedish Match North America ("Swedish Match" or "we") writes in regard to FDA's Marketing Orders PM0000016–PM0000017 for the General snus brands identified in Appendix 1.

Per the requirement of section III.6.b. of the Marketing Order, we include in this correspondence copies of the final printed actual labeling for each Marketing Order identified in Appendix 1 below.

Swedish Match submits that this submission and the information we are supplying in connection with this Report, are trade secret, proprietary information that is protected under state and federal law from public disclosure. This information should therefore be handled in accordance with the security procedures adopted by FDA in connection with enforcement of the FD&C Act.

If further information is required, please contact us.

Sincerely yours, (b) (6)
(b) (6)
Gerard J. Roerty, Jr (b) (6)
Vice President, General Counsel & Secretary