

1 June 15, 2021

2  
3  
4 Gerard J. Roerty, Jr.  
5 Vice President, General Counsel & Secretary  
6 Swedish Match USA, Inc.  
7 Two James Center  
8 1021 East Cary Street, Suite 1600  
9 Richmond, VA 23219  
10 Phone: 804-787-5100  
11 Email: Gerry.Roerty@Swedishmatch.com

12 Submitted via CTP Portal

13 **SUBMISSION TRACKING NUMBERS (STNs): MR0000022, MR0000025 and MR0000028-MR0000029**

14  
15  
16 Food and Drug Administration  
17 Center for Tobacco Products  
18 Document Control Center  
19 Building 71, Room G335  
20 10903 New Hampshire Avenue  
21 Silver Spring, MD 20993-0002

22  
23 **Subject: MP4 (Video) files for General Snus Brand Consumer Communications – Periodic Report**  
24 **(January – June 2021)**

25  
26 Dear Sir or Madam:

27 Please find our most recent General Snus Consumer Communications media .mp4 (video) files,  
28 submitted as part of the Swedish Match USA, Inc. ("Swedish Match", "our" or "us") General Snus  
29 Periodic Report (January – June 2021) submission.

30 We submit the attached files as a separate transmission. This is due to the size of the media/video files  
31 and previous difficulty with the inability of Adobe format to link the media files to the final submission.

32 In addition, please find the following website address and credentials to access the General Snus  
33 website:

34  
35 General Snus website address  
36 <https://www.generalsnus.com/>

37  
38 Credentials

39 Email Address: (b) (6)

40 Password: (b) (6)

41  
42 Per FDA request, we are submitting the files through the CTP Portal, in acceptable format outlined on  
43 the FDA *Electronic Submission File Formats and Specifications* document, dated January 2018.

44 Please do not hesitate to contact us if you have any questions or if there is anything further that we can  
45 provide.

Sincerely yours, (b) (6)

(b) (6)

Gerard J. Roerty, Jr. (b) (6)

Vice President, General Counsel & Secretary

Media File Guide Outline

**See Index Table on Next Page:**

Index of Media/Video .mp4 Files

Report Page Description (Facebook)	Report Page Number	Affiliated Video File Title	.mp4 Video Description (*All files have NO sound)
General Snus Jan 21 FB Posts	Page 4	1-7 Growing Herbs_GEN_FB.mp4	Illustrates the five-step process for growing herbs: source seedlings, pot them in soil, get full four days of sun/day, harvest a little at a time, wrap trimmings in a damp towel & put in a plastic bag.
General Snus Jan 21 FB Posts	Page 5	1-9 Breathing Technique_GEN_FB.mp4	Illustrates the 3-2-1 breathing technique: Inhale, Hold, Exhale.
General Snus Jan 21 FB Posts	Page 5	1-17 Lower Risk Table_GEN_FB.mp4	Shows table that compares Swedish Snus & Cigarettes. Shows checks & Xs for mouth cancer, lung cancer, heart disease, stroke & which ones Swedish Snus & Cigarettes causes.
General Snus Feb 21 FB Posts	Page 10	2-18 Ingredients Perfection_GEN_FB.mp4	Lists ingredients of General Snus: water, salt, flavor. Don't mess with perfection.
General Snus Feb 21 FB Posts	Page 10	2-21 All Cans_GEN_FB.mp4	Shows each of the four General Snus flavors & the flavor profile for each. Tobacco, spicy bergamot, mint/leather, peppermint.
General Snus Mar 21 FB Posts	Page 13	3-9 Seasons_GEN_FB.mp4	Shows each of the four flavors of General Snus with imagery behind the cans that feature nature: Mint = water, wintergreen = grass, white = ski boat making peaks, original = sunflower.
General Snus Mar 21 FB Posts	Page 14	3-15 How To Spot Fake Snus_GEN_FB.mp4	Describes how to spot fake snus: Undersize portion, overly sweet, made outside of Sweden.
General Snus Mar 21 FB Posts	Page 15	3-18 Adventure is in the Air_GEN_FB.mp4	Shows imagery of running water through rapids.
General Snus Mar 21 FB Posts	Page 16	3-30 Weekender_GEN_FB.mp4	Shows images of how a man might spend his time on a weekend in different settings. No cell service Fri. 5pm-Mon. 9am, second home is a cave, only trails used are game trails, whitewater & elevation.
General Snus Apr 21 FB Posts	Page 17	4-10_Dig Deeper_GEN_FB.mp4	Shows a person kayaking on whitewater rapids, digging oar deeper.
General Snus Apr 21 FB Posts	Page 19	4-22_Earth Day_GEN_FB.mp4	Celebrates Earth Day & states what it means for General Snus: Disposable compartment, recyclable cans, spitless, smokeless.

General Snus Apr 21 FB Posts	Page 19	4-24_Record Player_GEN_FB.mp4	Shows an image of record spinning on record player. The middle part of the record, the label is can of General original.
General Snus May 21 FB Posts	Page 21	5-1_GEN_May_FB. First Race Takes Place.mp4	Shows a timeline, the first date being 1866 when General debuted & the second time being 1875, the date when the 1 <sup>st</sup> horse race took place.
General Snus May 21 FB Posts	Page 21	5-4_GEN_May_FB.be happy.mp4	Shows different images of nature that look like smiling faces.
General Snus May 21 FB Posts	Page 21	5-7_GEN_May_FB. jetski the blend.mp4	Shows a jet ski going around in circles in green water with the General logo in the middle.
General Snus May 21 FB Posts	Page 22	5-12_Post_Ingredient-Infographic.mp4	Describes where the General Snus process meets perfection: Lists & shows icon of each, Prem tobacco + pure water + salt + natural flavors = General Snus.
General Snus June 21 FB Posts	Page 25	6-11_GEN_June_FB. Fishing.mp4	Shows a man fishing with a fish on his hook, trying to pull it into the boat.
General Snus June 21 FB Posts	Page 25	6-15_GEN_June_FB.Best Selling Snus.mp4	Features each of the four flavors: Elevate (white), Worlds best- selling (wintergreen), Gothiatek (mint) & The Original (original).
General Snus June 21 FB Posts	Page 26	6-23_GEN_June_FB.silboat and can.mp4	Shows a sailboat on blue waters & the mint General Snus can coming in, framing the image.
<b>Report Page Description (Digital Ads)</b>	<b>Report Page Number</b>	<b>Affiliated Video File Title</b>	<b>.mp4 Video Description (*All files have NO sound)</b>
General Snus Q1 Digital Ads: Display, Animated – Multi Frame	Page 55	GEN_Flavor Like No Other_Digital_Ads_300X250-StoreLocator.mp4	Shows the four flavor cans of General Snus & states “Flavor Like No Other” with a call-to-action that directs consumers to the store locator on the General Snus website.
General Snus Q1 Digital Ads: Display, Animated – Multi Frame	Page 55	GEN_Flavor Like No Other_Digital_Ads_300X250-Coupon.mp4	Shows the four flavor cans of General Snus & states “Flavor Like No Other” with a call-to-action that directs consumers to register/age-verification or log-in & then to the coupon page on the General Snus website.
General Snus Q1 Digital Ads: Display, Animated – Multi Frame 300 x 600	Page 56	GEN_Flavor Like No Other_Digital_Ads_300X600-StoreLocator.mp4	Shows the four flavor cans of General Snus & states “Flavor Like No Other” with a call-to-action that directs consumers to the store locator on the General Snus website.
General Snus Q1 Digital Ads: Display, Animated – Multi Frame 160 x 600	Page 57	GEN_Flavor Like No Other_Digital_Ads_160X600-StoreLocator.mp4	Ibid

General Snus Q1 Digital Ads: Display, Animated – Multi Frame	Page 58	GEN_Flavor Like No Other_Digital_Ads_728x90-StoreLocator.mp4	Ibid
General Snus Q1 Digital Ads: Display, Animated – Multi Frame 320 x 50	Page 64	GEN_Flavor Like No Other_Digital_Ads_320x50-Coupon.mp4	States “General, flavor like no other” with a call-to-action to click through to Generalsnus.com and login/register to request a coupon.
General Snus Q1 Digital Ads: Display, Animated – Multi Frame 320 x 50	Page 64	GEN_Flavor Like No Other_Digital_Ads_320x50-StoreLocator.mp4	States “General, flavor like no other” with a call-to-action to click through to Generalsnus.com to find product via the store locator.
General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 300 x 600	Page 65	GEN_First Ever.Banner_Ads_300x600_2.mp4	Shows a partial graphic of trees & a can of mint General Snus. States “First Ever” & it was granted the first Modified Risk Tobacco Product order. Has a call-to-action that directs consumers to register/age-verification or log-in, then the MRTP page on the General Snus website.
General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 160 x 600	Page 66	GEN_First Ever.Banner_Ads_160x600_2.mp4	Ibid
General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 728 x 90	Page 67	GEN_First Ever.Banner_Ads_728x90_2.mp4	Ibid
General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 320 x 50	Page 68	GEN_First Ever.Banner_Ads_320x50_2.mp4	Ibid
General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 300 x 250	Page 69	GEN_First Ever.Banner_Ads_300x250_2.mp4	Ibid
General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 300 x 600	Page 70	GEN_The Choice Is Clear.Banner_Ads_300x600_1.mp4	Show a partial graphic of snow-capped mountains & a can of mint General Snus. States “The Choice Is Clear” & the approved MRTP claim. Has a call-to-action that directs consumers to register age-verification/log-in, then the MRTP page on the General Snus website.
General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 160 x 600	Page 71	GEN_The Choice Is Clear_Banner_Ads_160x600_1.mp4	Ibid
General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 728 x 90	Page 72	GEN_The Choice Is Clear.Banner_Ads_728x90_1.mp4	Ibid
General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 320 x 50	Page 73	GEN_The Choice Is Clear.Banner_Ads_320x50_1.mp4	Ibid

General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 300 x 250	Page 74	GEN_The Choice Is Clear.Banner_Ads_300x250_1.mp4	Ibid
General Snus Q2 Digital Ads: Interactive, Pad Squad - Animated	Page 79	General Snus MINT Press&Hold Duo.mp4	Shows content for the applicable page the consumer is at online and shows a graphic of mint leaves at the bottom of the page. When the consumer scrolls up on the ad, the leaves grow, exposing a can of mint General Snus & eventually a full can of mint General Snus, & the copy “Premium tobacco with notes of cool peppermint, General Mint is the perfect partner to elevate any occasion” with a call-to-action that directs consumers to register/age-verification or log-in, then the mint flavor page on the General Snus website.
General Snus Q2 Digital Ads: Interactive, Pad Squad - Animated	Page 80	General Snus MINT Superscape.mp4	Shows content for the applicable page the consumer is at online & shows a graphic of mint leaves as a border to the page. When the consumer scrolls up on the ad, the leaves disappear, exposing the full page the consumer is on & a can of mint General Snus at the bottom, & the copy “General Mint” with a call-to-action that directs consumers to the store locator on the General Snus website.