

1 June 8, 2023

2
3 Gerard J. Roerty, Jr.
4 Vice President, General Counsel & Secretary
5 SWEDISH MATCH USA, INC.
6 Two James Center
7 1021 East Cary Street, Suite 1600
8 Richmond, VA 23219
9 Phone: 804-787-5100
10 e-mail: (b) (6)

11
12 FOOD AND DRUG ADMINISTRATION
13 CENTER FOR TOBACCO PRODUCTS
14 Document Control Center
15 Building 71, Room G335
16 10903 New Hampshire Avenue
17 Silver Spring, MD 20993-0002

18
19 Submitted via CTP Portal

20 **SUBJECT: PERIODIC REPORT (January - June 2023) for Submission Tracking Numbers - MR0000022,**
21 **MR0000025 and MR0000028-MR0000029**

22 Dear Sir or Madam:

23 Swedish Match USA, Inc. ("Swedish Match", "our" or "we") writes regarding our Periodic Report
24 requirements under FDA's Modified Risk Granted Orders

25 Swedish Match acknowledges the obligation per Appendix C, Section III, Page 12 of the Granted Orders, the
26 requirement that every 6 months (June and December of each year), a Periodic Report must be submitted to
27 FDA, as required under section 911(i)(2) of the FD&C Act.

28
29 For recordkeeping purposes, Swedish Match provides the following information relative to MR0000022,
30 MR0000025 and MR0000028-MR0000029.

31
32 If further information is required, please contact us.

33
34 Sincerely yours,
35 (b) (6)

36
37
38 Gerard J. Roerty, Jr.
39 Vice President, General Counsel & Secretary

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41
42

43 **Document Attachments:**

44 Attachment A. – Periodic Summary of Brand Consumer Communications

FDA Registration Brand Consumer Communications

CATEGORY: SNUS

BRAND: GENERAL SNUS

January 2023 – June 2023

GENERAL SNUS SOCIAL MEDIA

General Snus January 2023 Facebook Cover Image

1-6-23



General Snus January 2023 Facebook Posts

1-3-23

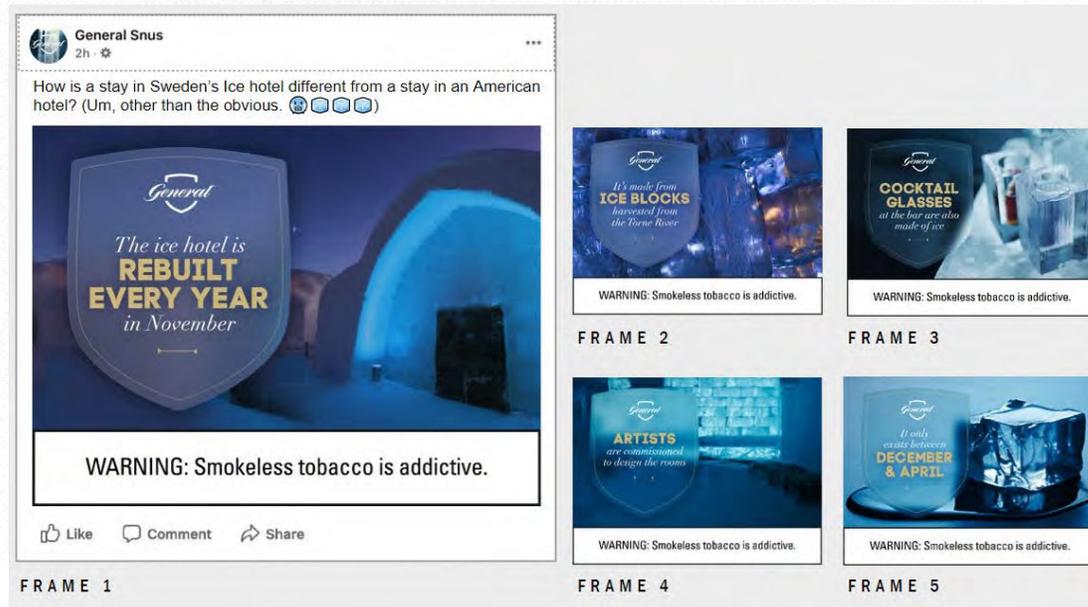


1-7-23



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1-10-23



General Snus January 2023 Facebook Posts con't

1-13-23



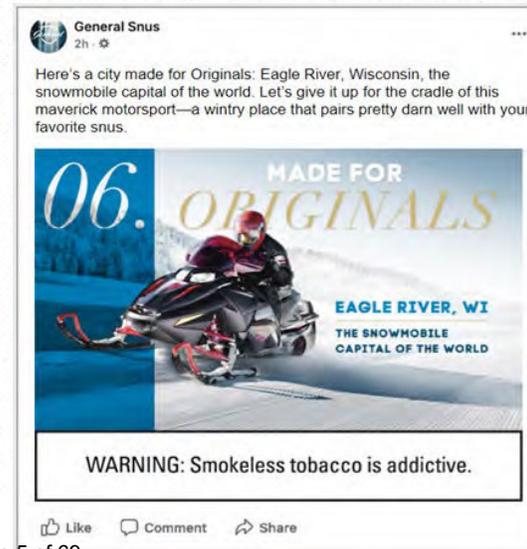
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1-17-23



See media file:  1-17-23_FB_POST.mp4

1-24-23



1-26-23

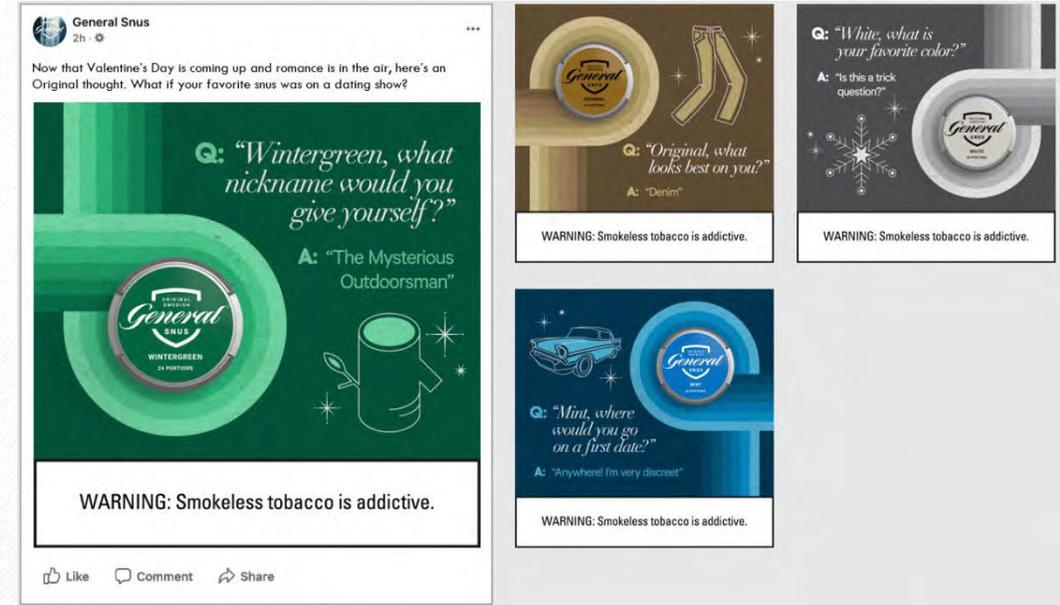


General Snus February 2023 Facebook Posts

2-1-23



2-8-23



2-10-23



2-14-23



See media file:

 2-14-23_FB_POST.mp4

General Snus February 2023 Facebook Posts

2-17-23

General Snus
2h

This was our Valentine's Day romantic playlist. What did we miss?

The Official General Snus
ROMANTIC PLAYLIST

When A Man Loves a Portion
Let's Snus Together
Unchained Wintergreen
Love Story (Original's Version)
Just The Way You Snus
(Talkin' About) My Can
I Will Always Love Snus
You're Still the Mint

WARNING: Smokeless tobacco is addictive.

Album image 1

Album image 2

2-21-23

General Snus
2h

When your hands are free, you can up your bead game.

General Snus
WINTERGREEN
24 PORTIONS

WARNING: Smokeless tobacco is addictive.

2-22-23

General Snus
2h

General Snus made its debut over 150 years ago. We owe a lot to history. And this month challenges us to celebrate ALL of our history. Today we're thinking of Jean Baptiste Point DuSable, the Founder of Chicago, and the namesake of DuSable Lake Shore Drive.

Jean Baptiste Point DuSable
FOUNDER OF CHICAGO

WARNING: Smokeless tobacco is addictive.

2-24-23

General Snus
2h

Our favorite winter constellation reminds us that Swedish culture is rich with tradition. Friggerock, or "Frigg's Distaff," was the medieval Swedish name for Orion's Belt.

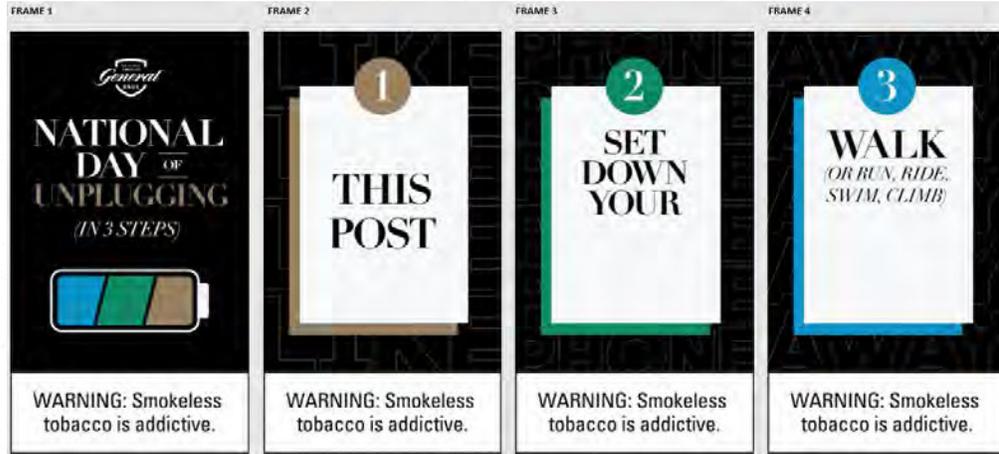
FRIGGEROCK
/FRIG-GA-ROK/

What Swedes in olden times called Orion's Belt

WARNING: Smokeless tobacco is addictive.

General Snus March 2023 Facebook Posts

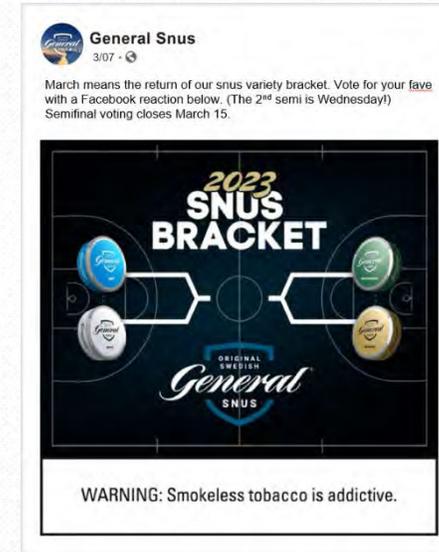
3-3-23



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- 3-3-23_FB_POST_FRAME3.mp4
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3-7-23



See media file:

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3-8-23

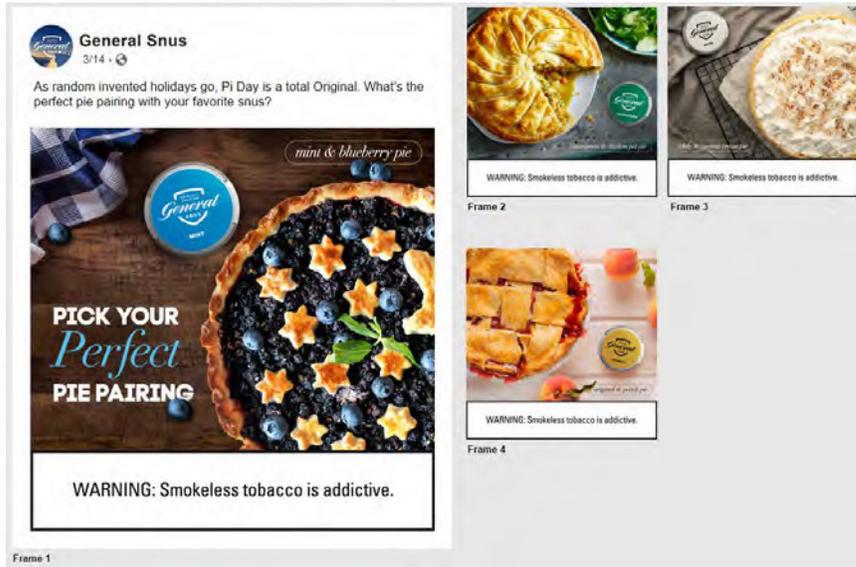


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General Snus March 2023 Facebook Posts con't

3-14-23



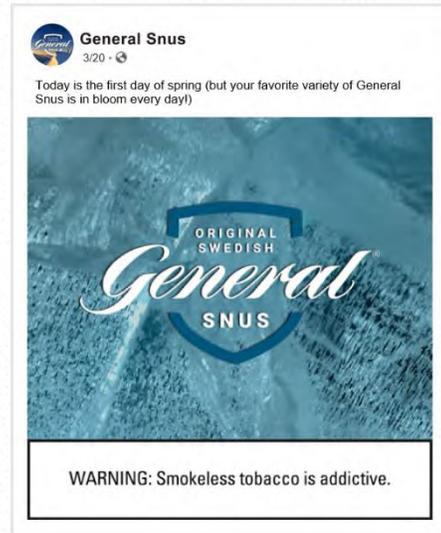
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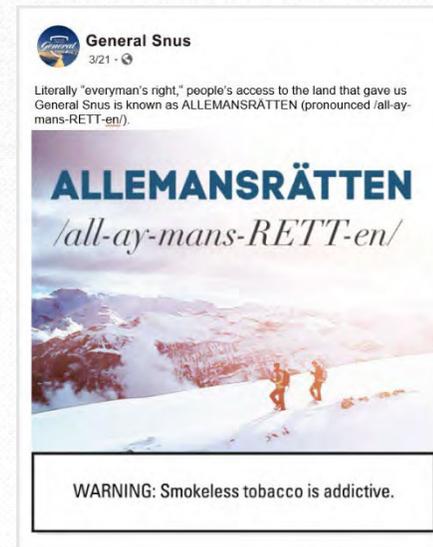
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3-20-23



3-21-23



See media file:

3-20-23_FB_POST.mp4

Swedish Match Periodic Report (Jan-June 2023) Page 9 of 69

See media file:

3-21-23_FB_POST.mp4

General Snus March 2023 Facebook Posts con't

3-28-23

 **General Snus**
3/28 · 🌐

The only thing more Swedish than the Original Swedish Snus might be... Swedish Meatballs! Check out our hearty recipe for Swedish Meatball Soup in the first comment below.



EAT LIKE AN ORIGINAL

SWEDISH MEATBALL SOUP

WARNING: Smokeless tobacco is addictive.

1st comment copy

INGREDIENTS
1 large egg
2 cups half-and-half, divided
1 cup soft breadcrumbs
1 small onion, finely chopped
1¼ tsp salt, divided
1½ lbs ground beef
1 tbsp butter
3 tbsp all-purpose flour
¾ tsp beef bouillon granules
½ tsp pepper
¼ tsp garlic salt
3 cups water
1 lb cubed red potatoes, cubed
10 oz frozen peas (thawed)

DIRECTIONS
In a large mixing bowl, beat egg; add 1/3 cup cream, breadcrumbs, onion and 1 tsp salt. Crumble beef over mixture and mix lightly but thoroughly. Shape into ½ inch balls.

Using a Dutch oven, brown meatballs in butter in batches. Remove from the pan; set aside. Drain fat.

Add flour, bouillon, pepper, garlic salt and remaining salt to pan; stir until smooth. Gradually stir in water; bring to a boil. Reduce heat; cook and stir for 2 minutes or until thickened. Add potatoes and meatballs.

Reduce heat; cover and simmer for 25 minutes or until potatoes are tender. Stir in peas and remaining cream; heat through. Eat!

After you're full and happy, enjoy with a cocktail or your favorite snus.

3-31-23

 **General Snus**
3/31 · 🌐

What do you say to grabbing your snus and going...heli-skiing? Reply with YOUR hot take on this original, ice-in-your-veins winter sport!



HELI-SKIING

WARNING: Smokeless tobacco is addictive.

See media file:

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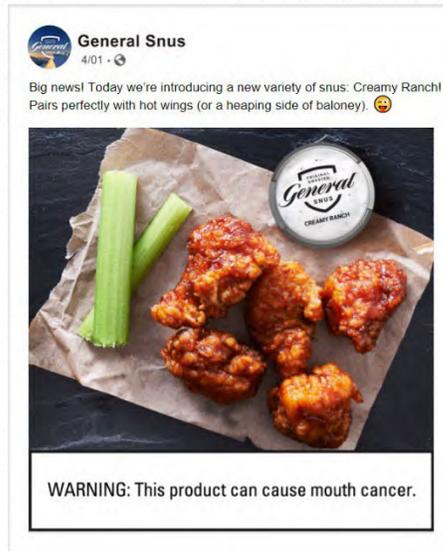
General Snus April 2023 Facebook Cover Image

4-1-23

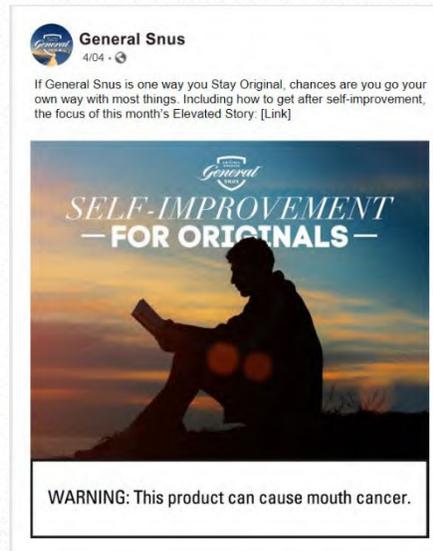


General Snus April 2023 Facebook Posts

4-1-23



4-4-23



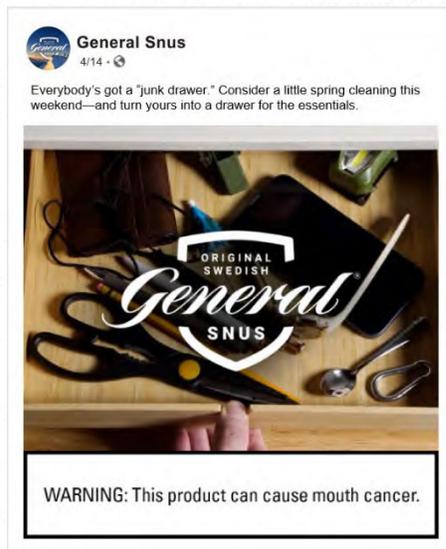
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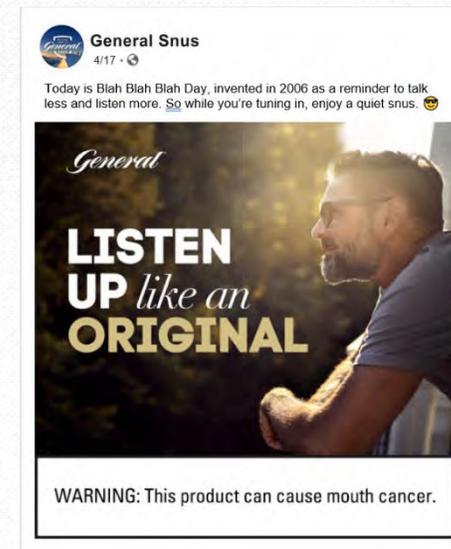
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4-14-23



4-17-23



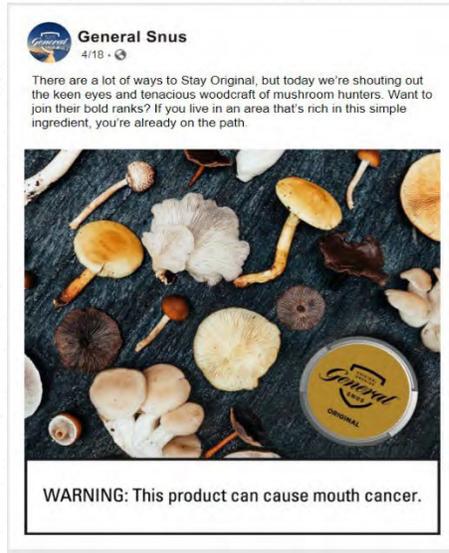
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Has Sound

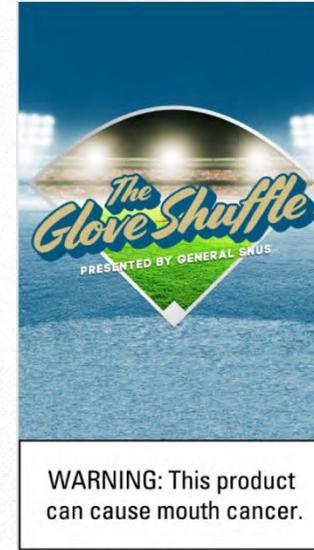
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General Snus April 2023 Facebook Posts con't

4-18-23



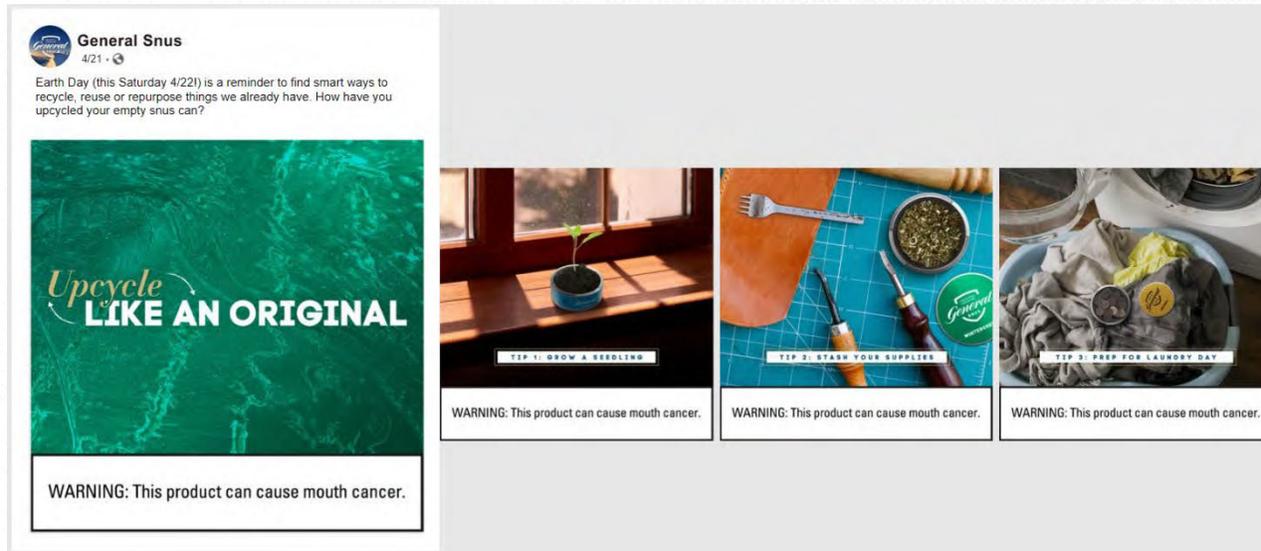
4-28-22



See file:

 4-28-23_FB_POST.mp4
Has Sound

4-21-23



General Snus May 2023 Facebook Posts

5-3-23

General Snus
5/03 · 🌐

Want your local store to carry General Snus? Tell the manager or owner! You can even show them our Store Locator and how they might be missing a real opportunity. generalsnus.com/StoreLocator/

ORIGINALS
ASK FOR
WHAT THEY WANT

WARNING: This product can cause mouth cancer.

5-5-23

General Snus
5/05 · 🌐

Disc golf? Or golf-golf? Whichever form you're perfecting, bring a can of your favorite authentic snus.

DISC GOLF 🇺🇸 **GOLF GOLF** ❤️

vs.

WARNING: This product can cause mouth cancer.

5-9-23

General Snus
5/09 · 🌐

A long lunch is the maverick move. [Plan](#) accordingly, Originals.

MAY IS THE TIME FOR
GOOD FRIENDS & LONG LUNCHES
AUTHENTIC SNUS

WARNING: This product can cause mouth cancer.

5-12-23

General Snus
5/12 · 🌐

Don't forget to thank your mom for making you the Original you are today.

HERE'S TO THE MOMS
HAPPY MOTHER'S DAY
General SNUS

WARNING: This product can cause mouth cancer.

5-17-23

General Snus
5/17 · 🌐

Many fans of authentic snus are here for the natural tobacco taste of unflavored General. How about you?

General ORIGINAL SNUS
General ORIGINAL SNUS WHITE

WARNING: This product can cause mouth cancer.

See file:

5-17-23_FB_POST.mp4

General Snus May 2023 Facebook Posts con't

5-19-23



5-23-23



5-24-23



5-28-23



See file:

 5-28-23_FB_POST.mp4
Has Sound

General Snus June 2023 Facebook Posts

6-2-23

General Snus
6/02 · 🌐

Nowadays it's ALWAYS "summer movie season" at home. 🍿 What's your next pick for movie night?



SNUS & CHILL

WARNING: This product can cause mouth cancer.

6-6-23

General Snus
6/06 · 🌐

Summer is around the corner, and the rivers and lakes are calling. What's your watercraft (and chill level) of choice?



KAYAK vs. CANOE

WARNING: This product can cause mouth cancer.

6-9-23

General Snus
6/09 · 🌐

It's June, which means in about 200 cities around the world, people are gearing up for their local World Naked Bike Ride Day. Whether or not you're riding, let's give it up for these true Originals. 🚲

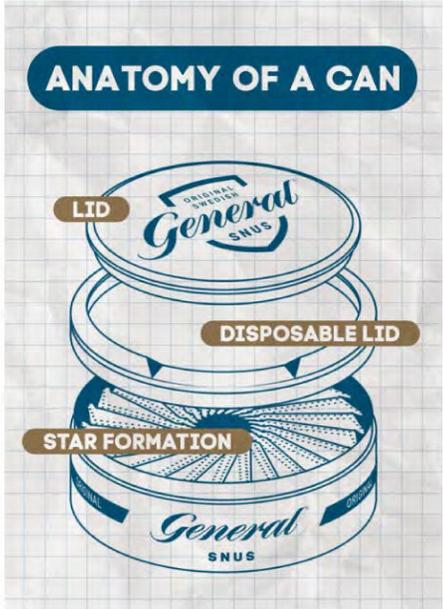


**MADE FOR ORIGINALS
WORLD NAKED BIKE RIDE**

WARNING: This product can cause mouth cancer.

6-14-23

General Snus
6/14 · 🌐



ANATOMY OF A CAN

LID

DISPOSABLE LID

STAR FORMATION

General SNUS

WARNING: This product can cause mouth cancer.

See file:



6-14-23_FB_POST.mp4

General Snus June 2023 Facebook Posts con't

6-18-23



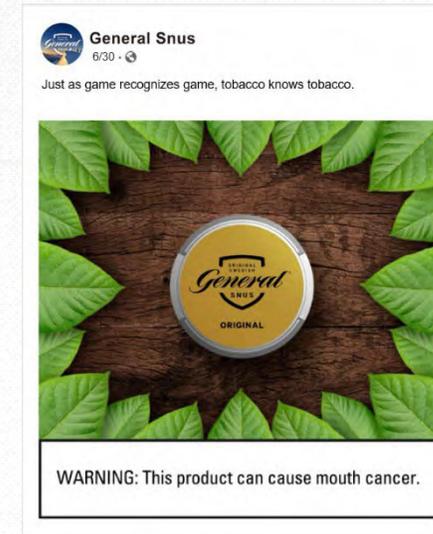
6-21-23



6-23-23



6-27-23



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January '23 General Snus Facebook .mp4 File Guide

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.mp4 File Name and Length

.mp4 Description



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(b) (4)



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00:00:19

February '23 General Snus Facebook .mp4 File Guide

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.mp4 File Name and Length

.mp4 Descripton



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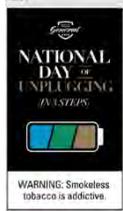
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3-3-23_FB_POST_FRAME3.mp4

00:00:04



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3-7-23_FB_POST.mp4

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(b) (4)

March '23 General Snus Facebook .mp4 File Guide con't

.mp4 Image

.mp4 File Name and Length

.mp4 Descripton



3-8-23_FB_POST.mp4

(b) (4)



3-17-23_FB_POST.mp4

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3-20-23_FB_POST.mp4

00:00:07



3-21-23_FB_POST.mp4

00:00:14



3-31-23_FB_POST.mp4

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April '23 General Snus Facebook .mp4 File Guide

.mp4 Image

.mp4 File Name and Length

.mp4 Description



4-7-23_FB_POST.mp4

(b) (4)



4-14-23_FB_POST.mp4

00:00:10



4-17-23_FB_POST.mp4

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4-28-23_FB_POST.mp4

00:00:22

May '23 General Snus Facebook .mp4 File Guide

.mp4 Image

.mp4 File Name and Length

.mp4 Descripton



5-17-23_FB_POST.mp4

(b) (4)



5-28-23_FB_POST.mp4

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June '23 General Snus Facebook .mp4 File Guide

.mp4 Image

.mp4 File Name and Length

.mp4 Descripton



6-14-23_FB_POST.mp4

(b) (4)



6-23-23_FB_POST.mp4

00:00:03



6-27-23_FB_POST.mp4

00:00:08

GENERAL SNUS EMAILS

General Snus January EM1

1-10-23



Our eyes may occasionally look to the heavens, but we always get a little inspired by the “star” inside every can. Want to know more about what makes General Snus premium? Check out our video.

WATCH VIDEO ▶



Questions or want to report concerns about General Snus?

Contact us at info@swedishmatch.com, or call (270) 685-8777.

If you are unable to see this message, [click to view in browser](#). For consistent delivery, add info@GeneralSnus.com to your address book.

NOTE: General Snus is for adult tobacco users. If you do not currently use tobacco, General Snus is not for you. If you use tobacco and would like to quit, discuss with your physician or visit BeTobaccoFree.gov for more information.

Every can of General Snus is crafted to meet your unwavering standards for greatness. Created in Sweden by entrepreneur and tobacco pioneer Johan Boman more than 150 years ago, today's General delivers on our founder's relentless pursuit of perfecting the tobacco experience. It is uncommonly satisfying for those who are never satisfied. General Snus, a smokeless and spitless upper lip tobacco, is the #1 snus brand in the world. So, if it's a distinctive and flavorful tobacco you seek, you deserve one that delivers a level of character that matches your own. Elevate your tobacco experience with General Snus.

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PO Box 986 Owensboro, KY 42302



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WATCH VIDEO ▶



EXCLUSIVE COUPONS
SAVE UP TO \$8 ON GENERAL

CLAIM COUPONS NOW ▶



FIND GENERAL SNUS

STORE LOCATOR ▶



Questions or want to report concerns about General Snus?

Contact us at info@swedishmatch.com, or call (270) 685-8777.

WARNING:
Smokeless tobacco is addictive.

See file:  General Snus Brand Original Website Video_2022.mp4

Has Sound

General Snus January EM2

1-24-23

REALISTIC RESOLUTIONS

The pressure to make and stick to New Year's resolutions can be more overwhelming than the resolutions themselves. In **Elevated Stories** we created some achievable goals so you don't feel anxious in the New Year.

[READ STORY ►](#)



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[READ STORY ►](#)



EXCLUSIVE COUPON
**GET ANY CAN OF
GENERAL SNUS FOR \$1**

[CLAIM COUPONS NOW ►](#)



GOT A QUESTION?

CHECK OUT OUR FAQ PAGE AT GENERALSUS.COM

[VISIT OUR SITE ►](#)



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WARNING:
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General Snus February EM1

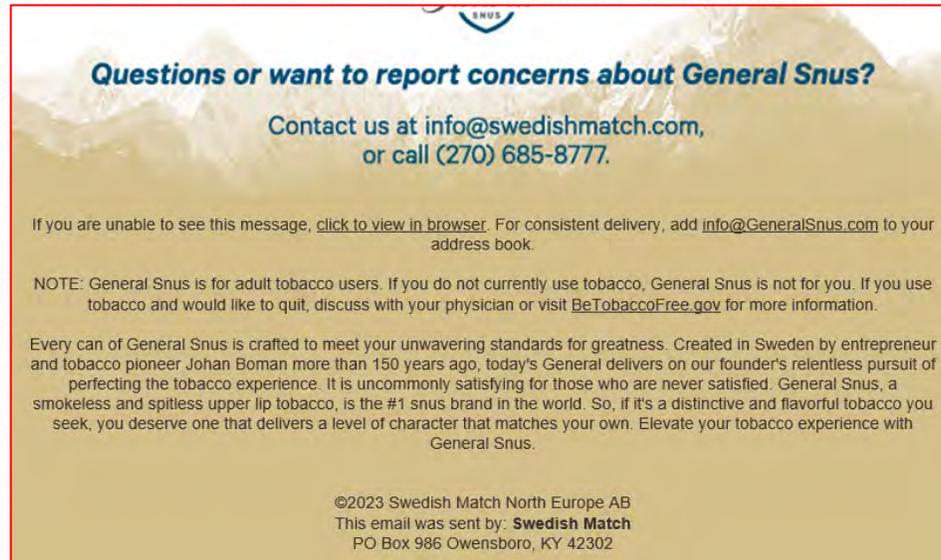
2-14-23



HOW ORIGINALS LOVE

February's **Elevated Story** is all about the gear Originals love and how they love it. From those serious about upkeep, to those who wear until it's destroyed, to those who fully customize.

[READ ARTICLE ►](#)



Questions or want to report concerns about General Snus?

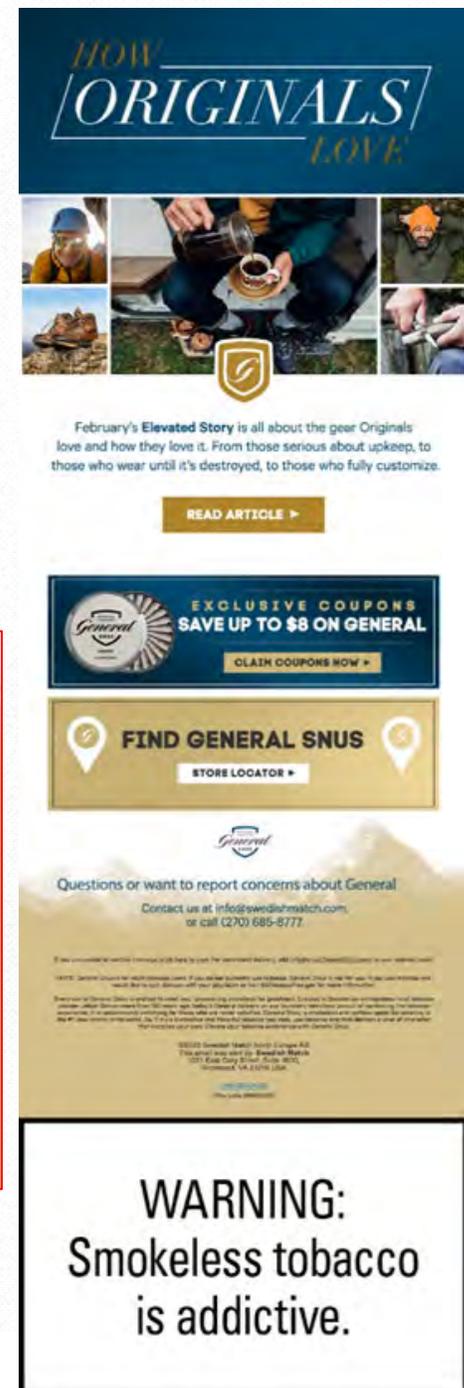
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[READ ARTICLE ►](#)

EXCLUSIVE COUPONS
SAVE UP TO \$8 ON GENERAL
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[STORE LOCATOR ►](#)

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WARNING:
Smokeless tobacco is addictive.

General Snus February EM2

2-28-23



GOOD THINGS COME IN *small* CONTAINERS

February is the shortest month of the year and yet somehow contains a lot of great stuff. What other good thing comes in small containers? **Your favorite snus, of course.**

DISCOVER GENERAL ▶



Questions or want to report concerns about General Snus?

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PO Box 986 Owensboro, KY 42302



GOOD THINGS COME IN *small* CONTAINERS

Even at a short twenty-eight days, February still contains a lot of enjoyment—a quality it shares with your favorite can of snus.

DISCOVER GENERAL ▶

NEW MOBILE COUPONS IN YOUR AREA

CLATH HERE ▶

READ ELEVATED STORIES

WORDS & VIEWS FROM THE ORIGINAL SWEDISH SNUS

OPEN ARTICLES ▶



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General Snus March EM1

3-3-23

NATIONAL DAY OF UNPLUGGING

- 1 SET DOWN YOUR PHONE**
- 2 GRAB YOUR FAVORITE SNUS**
- 3 GET OUT THERE**

Did you know letting your phone battery run down to 0% is good for it? **Set down your phone, grab your favorite can of snus and get out there!**

General SNUS
WINTERGREEN

DISCOVER GENERAL

Questions or want to report concerns about General Snus?

Contact us at info@swedishmatch.com, or call (270) 685-8777.

If you are unable to see this message, [click to view in browser](#). For consistent delivery, add info@GeneralSnus.com to your address book.

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PO Box 986 Owensboro, KY 42302

NATIONAL DAY OF UNPLUGGING

- 1 SET DOWN YOUR PHONE**
- 2 GRAB YOUR FAVORITE SNUS**
- 3 GET OUT THERE**

Did you know letting your phone battery run down to 0% is good for it? **Set down your phone, grab your favorite can of snus and get out there!**

General SNUS
WINTERGREEN

DISCOVER GENERAL

EXCLUSIVE SAVINGS - GET \$6 OFF 3 CANS
CLAIM COUPON NOW

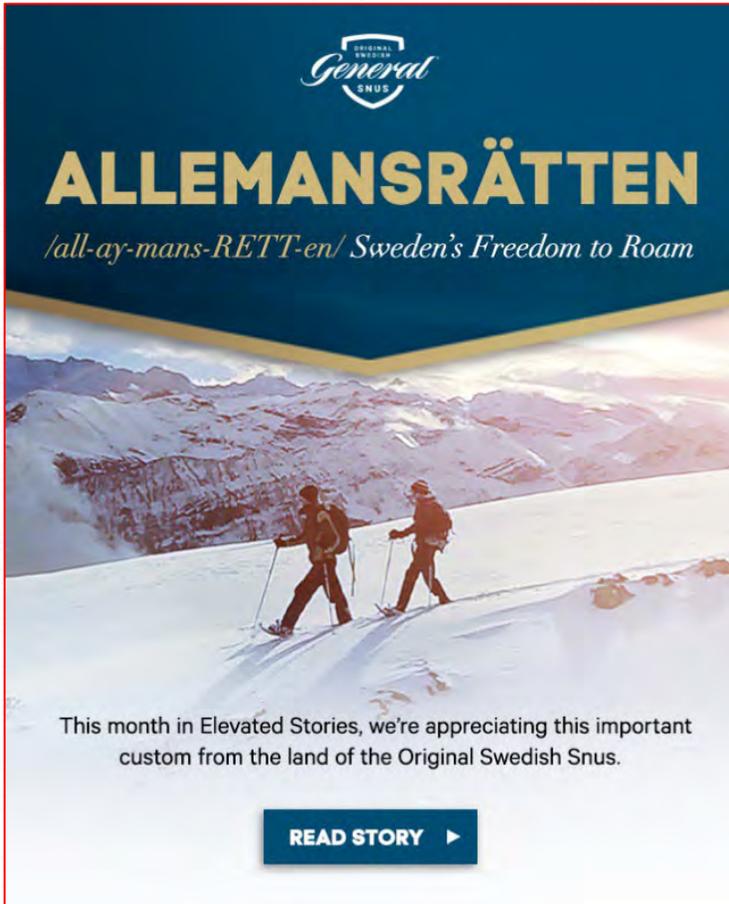
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WARNING: Smokeless tobacco is addictive.

General Snus March EM2

3-21-23



Original Swedish Snus
General
SNUS

ALLEMANSRÄTTEN

/all-ay-mans-RETT-en/ Sweden's Freedom to Roam

This month in Elevated Stories, we're appreciating this important custom from the land of the Original Swedish Snus.

READ STORY ▶



Original Swedish Snus
General
SNUS

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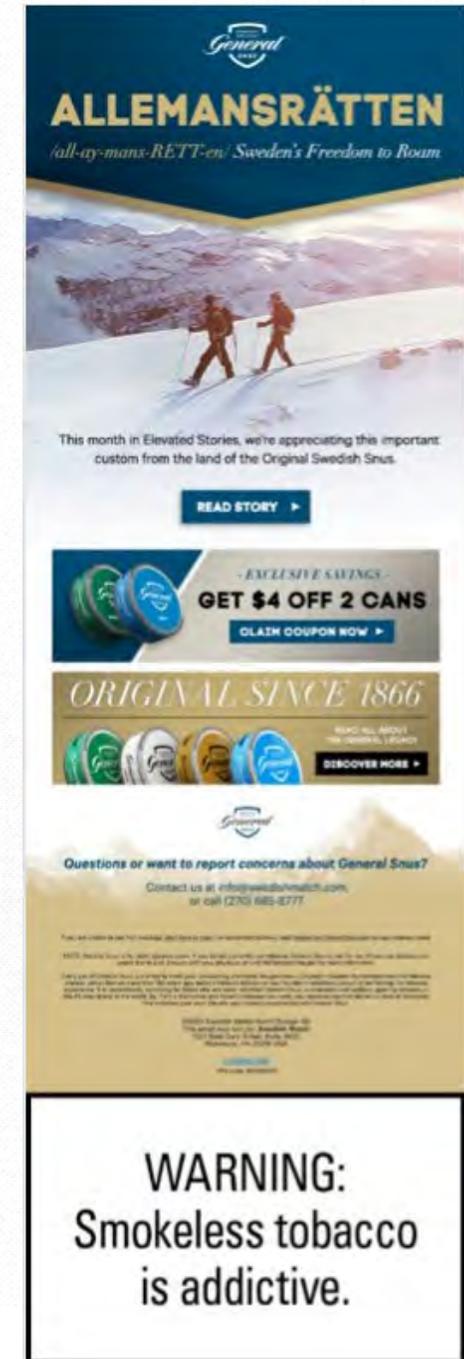
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GET \$4 OFF 2 CANS
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ORIGINAL SINCE 1866

HOW WILL ABOVE THE RESTLESS LEGEND?
DISCOVER MORE ▶

Original Swedish Snus
General
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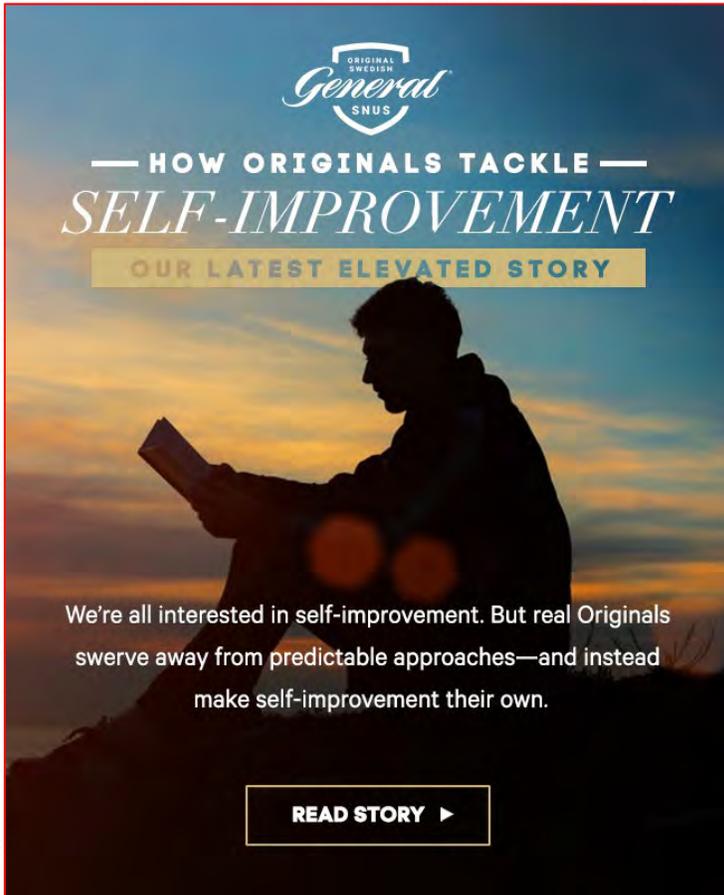
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WARNING:
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is addictive.

General Snus April EM1

4-4-23



General
ORIGINAL SWEDISH SNUS

— HOW ORIGINALS TACKLE —
SELF-IMPROVEMENT
OUR LATEST ELEVATED STORY

We're all interested in self-improvement. But real Originals swerve away from predictable approaches—and instead make self-improvement their own.

READ STORY ▶



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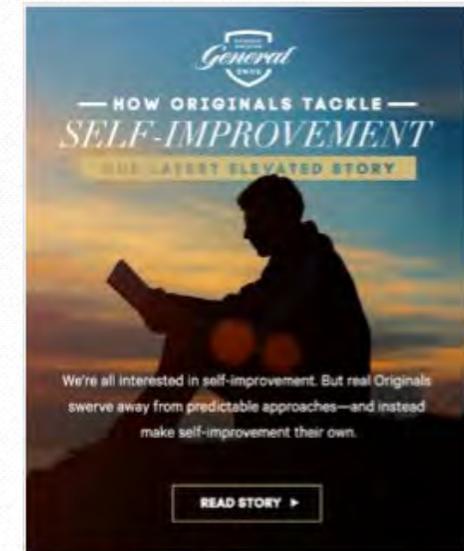
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General
ORIGINAL SWEDISH SNUS

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SELF-IMPROVEMENT
OUR LATEST ELEVATED STORY

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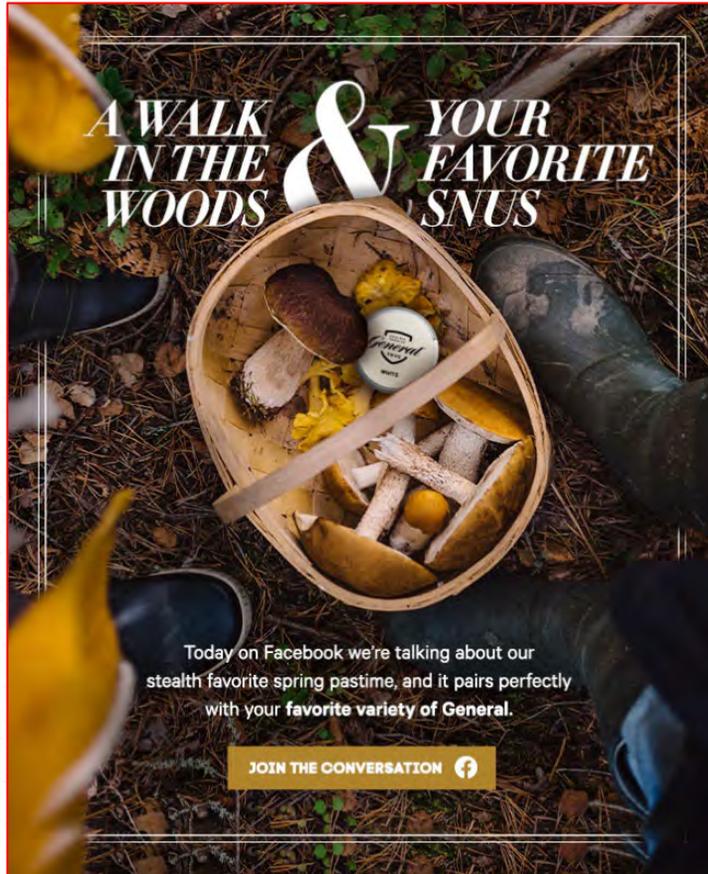
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General Snus April EM2

4-18-23



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READ BLOG

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General Snus May EM1

5-9-23

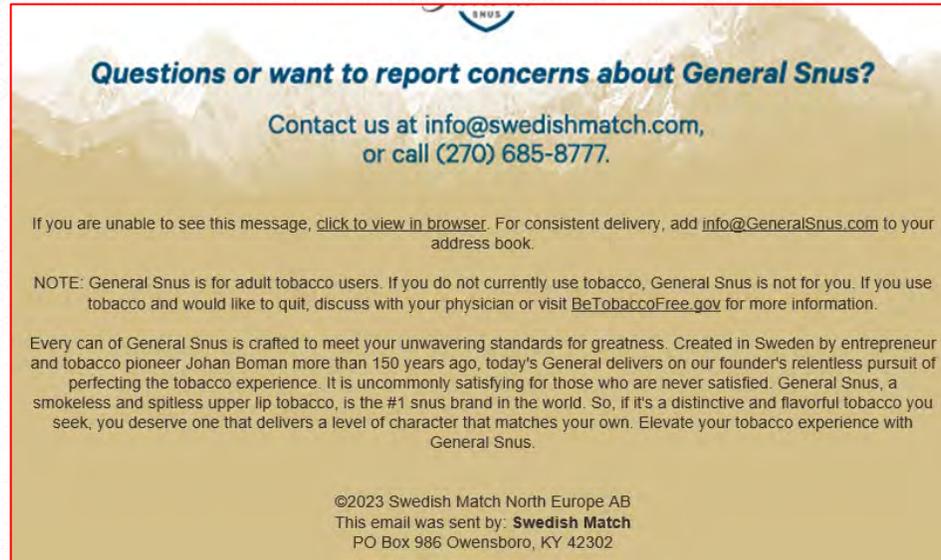


GARDEN LIKE AN ORIGINAL

Our latest Elevated Story

May is when gardeners do much of the work that transforms their patch of soil into real abundance. Here are a few tips for a garden that pays off year-round.

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General Snus May EM2

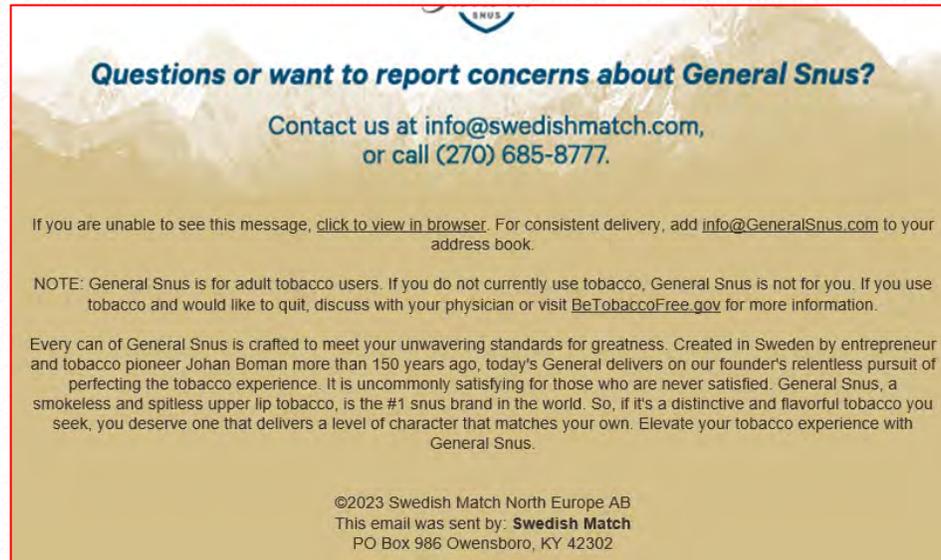
5-23-23



THE DEFINITIVE TOBACCO EXPERIENCE

For some, the taste of real tobacco is the whole point. Give it up for White and Original—our unflavored varieties. And let's hear it for the true tobacco fans who make them their own.

FIND A STORE



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EXCLUSIVE SAVINGS
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ORIGINAL SINCE 1866
READ ALL ABOUT THE GENERAL LEGACY
DISCOVER MORE

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WARNING: This product can cause mouth cancer.

General Snus June EM1

6-6-23

**GEAR UP FOR
CAMPING
SEASON**
Our Latest Elevated Story

The last week of June is National Camping Week,
and we've got some tips to help you prepare.

READ STORY ▶

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SWEDISH MATCH
THE TASTE OF SWEDEN

**WARNING: This
product can cause
mouth cancer.**

General Snus June EM2

6-18-23

HAPPY FATHER'S DAY

Whether you're thinking of your own father or trying to be the best parent you can be—here's to the dads. And all the qualities that set them apart.

EXPERIENCE ORIGINALITY ►



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EXPERIENCE ORIGINALITY ►



EXCLUSIVE SAVINGS
GET \$4 OFF 2 CANS
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OUR HIGHER STANDARD
Learn about the principles and standards that guide us.
DISCOVER MORE ►



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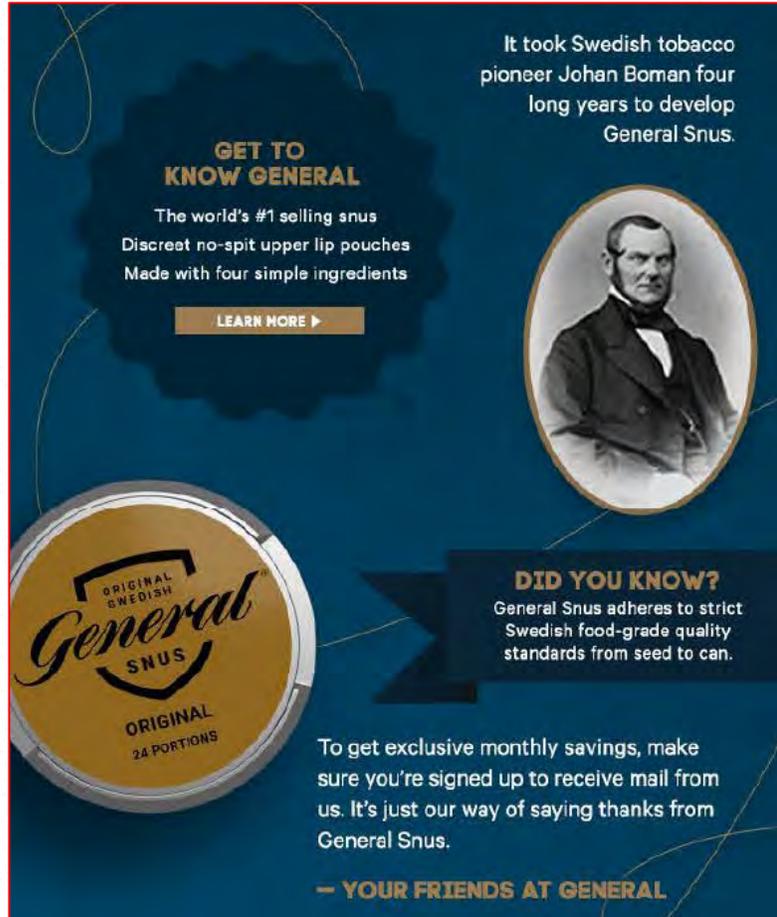
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info@swedishmatch.com
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WARNING: This product can cause mouth cancer.

Ongoing Email: Welcome (Coupon)

5-12-23 - current



GET TO KNOW GENERAL

The world's #1 selling snus
Discreet no-spit upper lip pouches
Made with four simple ingredients

[LEARN MORE ▶](#)

It took Swedish tobacco pioneer Johan Boman four long years to develop General Snus.



DID YOU KNOW?
General Snus adheres to strict Swedish food-grade quality standards from seed to can.

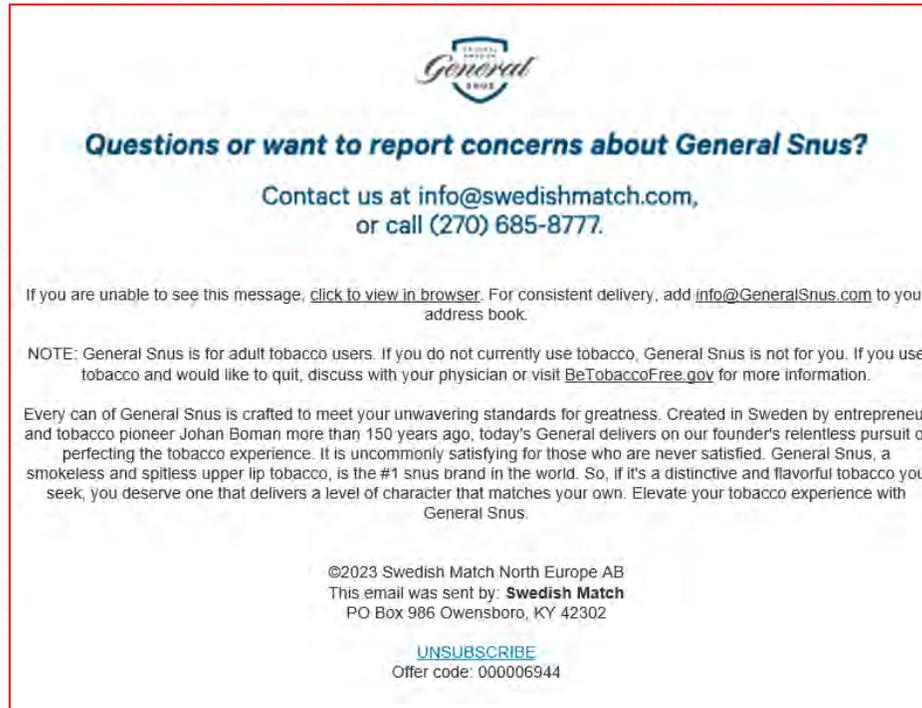
To get exclusive monthly savings, make sure you're signed up to receive mail from us. It's just our way of saying thanks from General Snus.

— YOUR FRIENDS AT GENERAL



OUR PATH TO PERFECTION
Combining cutting-edge science with old-world craft.

[LEARN MORE ▶](#)



General SNUS

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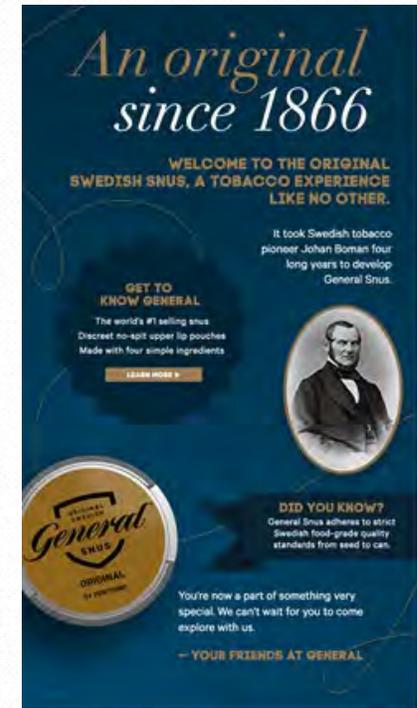
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An original since 1866

WELCOME TO THE ORIGINAL SWEDISH SNUS, A TOBACCO EXPERIENCE LIKE NO OTHER.

It took Swedish tobacco pioneer Johan Boman four long years to develop General Snus.

GET TO KNOW GENERAL

The world's #1 selling snus
Discreet no-spit upper lip pouches
Made with four simple ingredients

[LEARN MORE ▶](#)



DID YOU KNOW?
General Snus adheres to strict Swedish food-grade quality standards from seed to can.

You're now a part of something very special. We can't wait for you to come explore with us.

— YOUR FRIENDS AT GENERAL



OUR PATH TO PERFECTION
Combining cutting-edge science with old-world craft.

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General SNUS

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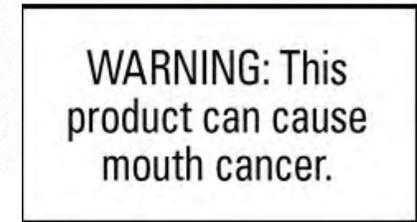
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Ongoing Email: Welcome (No Coupon)

5-12-23 - current

GET TO KNOW GENERAL
The world's #1 selling snus
Discreet no-spit upper lip pouches
Made with four simple ingredients
[LEARN MORE ▶](#)

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To get exclusive monthly savings, make sure you're signed up to receive mail from us. It's just our way of saying thanks from General Snus.

— YOUR FRIENDS AT GENERAL

General Snus

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ORIGINAL SINCE 1866
READ ALL ABOUT THE GENERAL LEGACY
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Ongoing Email: Anniversary

5-12-23 - current



**ORIGINALS
STICK TOGETHER**

We're celebrating another year of your loyalty to General Snus. Because with fans like you, the maverick pulse of the Original Swedish Snus still beats on. That's why we promise to always hold our tobacco to a higher standard — all the way from Sweden to you.

**WE'LL STICK BY YOU.
JUST LIKE YOU STICK BY US.**

Your friends at General Snus



ORIGINAL SWEDISH
General
SNUS

ORIGINAL SWEDISH
General
SNUS

ORIGINAL SWEDISH
General
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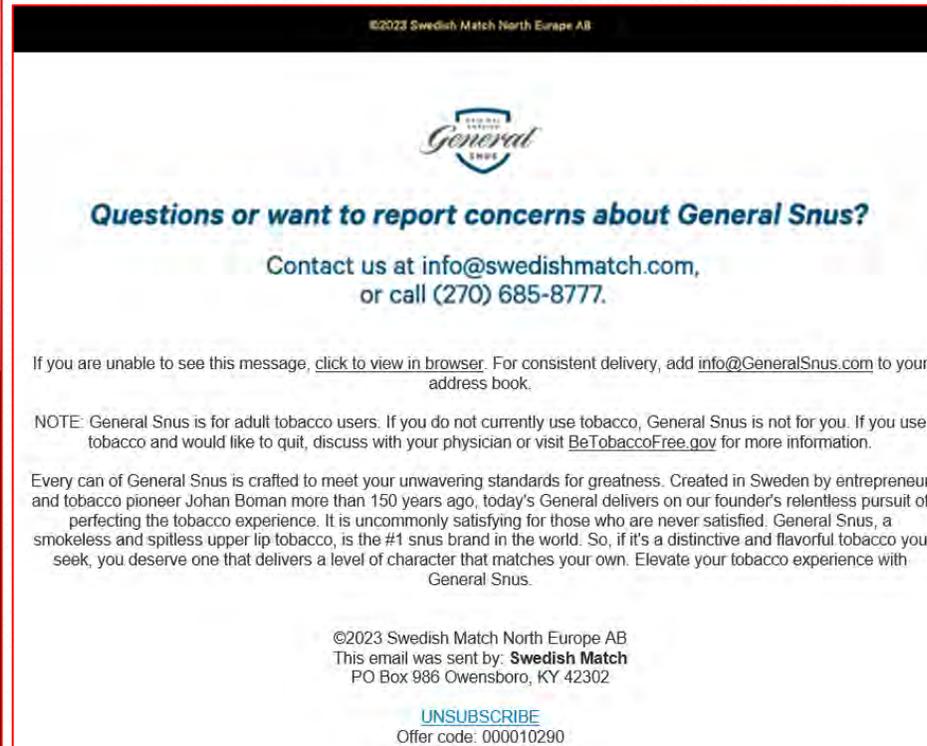
ORIGINAL SWEDISH
General
SNUS

ORIGINAL
24 PORTIONS

WHITE
24 PORTIONS

MINT
24 PORTIONS

WINTERGREEN
24 PORTIONS



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Contact us at info@swedishmatch.com,
or call (270) 685-8777.

If you are unable to see this message, [click to view in browser](#). For consistent delivery, add info@GeneralSnus.com to your address book.

NOTE: General Snus is for adult tobacco users. If you do not currently use tobacco, General Snus is not for you. If you use tobacco and would like to quit, discuss with your physician or visit BeTobaccoFree.gov for more information.

Every can of General Snus is crafted to meet your unwavering standards for greatness. Created in Sweden by entrepreneur and tobacco pioneer Johan Boman more than 150 years ago, today's General delivers on our founder's relentless pursuit of perfecting the tobacco experience. It is uncommonly satisfying for those who are never satisfied. General Snus, a smokeless and spitless upper lip tobacco, is the #1 snus brand in the world. So, if it's a distinctive and flavorful tobacco you seek, you deserve one that delivers a level of character that matches your own. Elevate your tobacco experience with General Snus.

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**ORIGINALS
STICK TOGETHER**

We're celebrating another year of your loyalty to General Snus. Because with fans like you, the maverick pulse of the Original Swedish Snus still beats on. That's why we promise to always hold our tobacco to a higher standard — all the way from Sweden to you.

**WE'LL STICK BY YOU.
JUST LIKE YOU STICK BY US.**

Your friends at General Snus



ORIGINAL SWEDISH
General
SNUS

ORIGINAL SWEDISH
General
SNUS

ORIGINAL SWEDISH
General
SNUS

ORIGINAL SWEDISH
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SNUS

ORIGINAL
24 PORTIONS

WHITE
24 PORTIONS

MINT
24 PORTIONS

WINTERGREEN
24 PORTIONS



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General Snus Email .mp4 File Guide

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 General Snus Brand Original Website Video_2022.mp4

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GENERAL SNUS DIRECT MAIL

INSIDE

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LIVE LIFE *ELEVATED*

Take the quiz to find your path.

On or off the beaten path?

- Off
 - Music or podcast?
 - Music
 - Podcast
 - Way, way off
 - Windows up or down?
 - Up
 - Down
 - How's your legacy?
 - Secured
 - Get exclusive savings
 - In progress
 - Enjoy original content
 - Are you bold?
 - 100%
 - Stay up to date
 - Of course
 - Always be the first to know

Scan the QR code to sign up for exclusive savings, original content, and more.



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WARNING: Smokeless tobacco is addictive.

3-27-23 - current

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GN523001

Pinkerton Tobacco Co. LP
PO Box 22915
Owensboro, KY 42304-9701

Return Service Requested

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CONCERNS ABOUT GENERAL SNUS?
CONTACT US AT

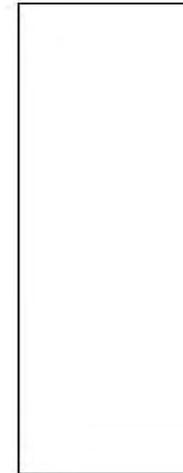
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OUTSIDE



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Swedish Match.



INSIDE

General[®]

WELCOME TO A COMMUNITY
LIKE NO OTHER

FOR 150 YEARS WE'VE CAREFULLY
CRAFTED AN ELEVATED TOBACCO
EXPERIENCE FOR ORIGINALS LIKE YOU.

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ORIGINAL SWEDISH
General
SNUS
MINT

ORIGINAL SWEDISH
General
SNUS
WINTERGREEN

ORIGINAL SWEDISH
General
SNUS
ORIGINAL

ORIGINAL SWEDISH
General
SNUS
WHITE

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*Pack this coupon before
 your next adventure.*

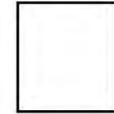
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*Pack this coupon before
your next adventure.*

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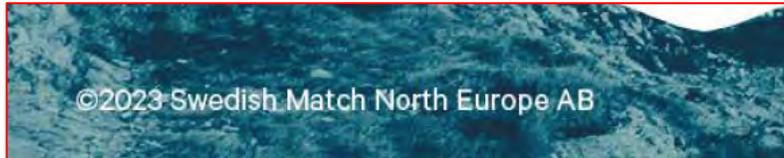
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HERE'S TO ANOTHER YEAR

Dear Matthew.

Happy birthday! Enjoy this exclusive coupon and here's to staying original for another year!

Your friends at 

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3-27-23 - current

OUTSIDE

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Return Service Requested

Enjoy exclusive birthday savings on your special day.



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GeneralSnus.com Webpages

2-14-23 - current

HOW ORIGINALS LOVE THEIR GEAR

The gear we use says a lot about us...so does how we take care it.



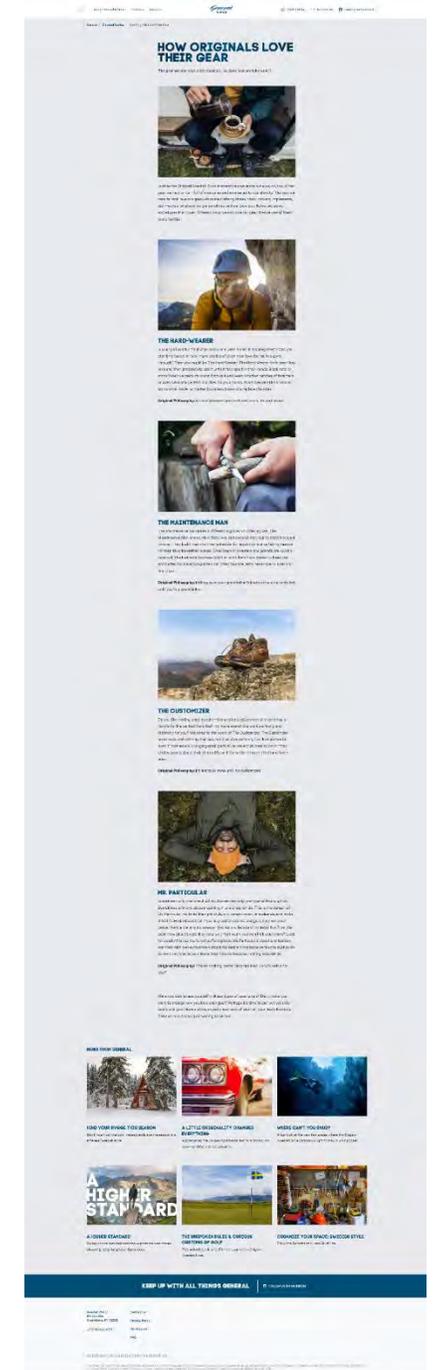
Just as the Original Swedish Snus is something we make our own, so, too, is the gear we hold on to—full of memories and connected to our identity. The way we care for and love our gear—favorite clothing, shoes, tools, cooking implements, etc.—says a lot about our personalities and our journeys. Below are some archetypes that cover different ways we can love our gear. Maybe one of them looks familiar.



THE HARD-WEARER

Is your philosophy “find what works and wear it until it disintegrates”? Can you plot time based on how many shades of color your favorite hat has gone through? Then you might be The Hard-Wearer. The Hard-Wearer finds gear they love and then proceeds to use it until it falls apart in their hands. Black hats or shirts fade to a medium brown from sun and wear. Wooden handles of hammers or axes wear into perfect matches for your hands. Boots become like a second skin on the inside no matter how many times you replace the soles.

Original Philosophy: A Hard-Wearers' gear isn't well-worn, it's well-loved.



2-14-23 - current



THE MAINTENANCE MAN

The Maintenance Man takes a different approach to lifelong use. The Maintenance Man knows what they love, and does all they can to keep it around forever. They build time into their schedule for regular oil and polishing session for their favorite leather pieces. Small tears in sweaters and jackets are quickly repaired. The heirloom butchers block or work bench are coated in bees wax and buffed for maximum protection. Their favorite jeans never spend a second in a dryer.

Original Philosophy: Making sure your grandfather's boots or hunting knife last until you're a grandfather.



THE CUSTOMIZER

Do you like making small tweaks—like a tailor's adjustment or shortening a handle for the perfect hand feel—to make something work perfectly and distinctly for you? Welcome to the world of The Customizer. The Customizer loves tools and clothing that last, but that also perfectly fits their particular lives. If that means changing small parts to achieve that, then so be it. Their choice gear is about their choice life, and it's written in each stitch and ivory inlay.

Original Philosophy: It's not truly mine until it's customized.

HOW ORIGINALS LOVE THEIR GEAR

THE HARD-WEARER

THE MAINTENANCE MAN

THE CUSTOMIZER

THE PARTICULAR

THE HIGH IR STAIR

THE IMPROVISED & CREATIVE

DANGER FOR YOUR FAVORITE GEAR

KEEP UP WITH ALL THINGS ORIGINAL

WARNING: This product can cause mouth cancer.

2-14-23 - current



MR. PARTICULAR

Sometimes only one brand will do. Sometimes only one type of fabric will do. Sometimes only one artisan working in one shop will do. This is the domain of Mr. Particular. He finds the right style, cut, construction, or materials, and rocks it for life. He believes that if you buy better clothes and gear, they will wear better. Want a warm wool sweater that lasts a decade of winters? Buy from the best. How about boots that keep your feet warm and won't kill your joints? Look for quality first so you're not suffering later. Mr. Particular's closet and toolbox are filled with pieces that have stood the test of time because they're built to do so. He's the type to be a Brand Man forever because nothing else will do.

Original Philosophy: There's nothing better than the best, so why settle for less?

Were you able to see yourself in these types of gear lovers? Did it make you want to change how you love your gear? Perhaps it's time to pull out your old boots and give them a shine, or put a new coat of stain on your dad's humidior. They all hold a story just waiting to be told.

MORE FROM GENERAL



FIND YOUR HYGGE THIS SEASON

Don't hide from the cold. Instead, embrace the season in a timeless Swedish style.



A LITTLE ORIGINALITY CHANGES EVERYTHING

Appreciating the unique ingredients that turn boring into wow—and the science behind it.



WHERE CAN'T YOU SNUS?

A fun look at the very few places where the Original Swedish Snus probably ought to stay in your pocket



A HIGHER STANDARD

Giving you an elevated tobacco experience also means elevating our principles and practices



THE UNSPOKEN RULES & CURIOUS CUSTOMS OF GOLF

Plus a Quick Look at Golf in the Land of the Original Swedish Snus



ORGANIZE YOUR SPACE: SWEDISH STYLE

Enjoy the Benefits of a Less-Stuff Life

HOW ORIGINALS LOVE THEIR GEAR



There are few things more satisfying than a good cup of coffee in a cozy setting. It's the perfect way to start your day, and it's a great way to relax after a long day of work. In the world of Original Swedish Snus, there are many ways to enjoy your gear. From the classic A-frame cabin to the rugged hard-wear jacket, there are many ways to stay warm and comfortable in the outdoors.



THE HARD-WEAR
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KEEP YOUR HIGHER STANDARD
A Higher Standard: Giving you an elevated tobacco experience also means elevating our principles and practices



A HIGHER STANDARD
A Higher Standard: Giving you an elevated tobacco experience also means elevating our principles and practices

KEEP UP WITH ALL THINGS ORIGINAL

3-21-23 - current

ALL ABOUT ALLEMANSRÄTTEN

The freedom to roam is an essential right in the land of the Original Swedish Snus



Imagine being able to pack up your favorite variety of General, strap on your favorite hiking boots, and head out into the wild over fence, over glade, over glen...with hardly any limits on where your legs can take you or your head can rest.

Imagine being able to pack up your favorite variety of General, strap on your favorite hiking boots, and head out into the wild over fence, over glade, over glen...with hardly any limits on where your legs can take you or your head can rest.

Sounds pretty amazing, right? This is the guiding principle of *allmansrätten* (/ah-leh-manz-REHT-ten/), or “the everyman’s right,” a freedom granted and codified by the constitution of Sweden. It means when you’re in Sweden you have the right to walk, cycle, ride, float, ski, and camp on basically any land you’d like with the exception of private gardens, near a dwelling or house, or land under cultivation. Swedes often refer to it as the “Freedom to Roam,” and it is a major part of Swedish life.

These Outdoor Access Rights—as they’re also called—were written into the Swedish constitution in 1994, and state that, notwithstanding the right to own property, “everyone shall have access to nature in accordance with *allmansrätten*.” It further explains that this encompasses “actions that are not crimes, will not make a person liable to pay damages, nor can be prohibited by any authority.” It also includes the right to gather wild berries, mushrooms, and flowers (with some exceptions), and fish in the five big lakes and along the coastline. There are some restrictions to the right: such as certain nature preserves, species of plants and flowers, proximity to private homes (known as the “hemfridszonen” or “peace-at-home-zone”), etc. You can read more from the Swedish Environmental Protection Agency.



3-21-23 - current

These restrictions are relatively minor, and all rely on common sense. They mostly follow the rule of thumb of “do not disturb, do not destroy”—a maxim the country puts on equal footing with *allemansrätten*. The principle focuses on leaving nature as you found it. This means things like leaving behind no garbage (which General puts into practice with our disposable lid cans), not destroying the land, respecting animals, and traveling at least 100 meters away from campsites or trails to use the bathroom (you also must dig a pit to do your business and bury, burn, or take any toilet paper you use).

Now that we know you can roam where you want to across the beautiful countryside of Sweden, let’s learn about some of that countryside. From mountains to forests to miles and miles of coastline, Sweden is filled with natural and pristine wonders for you to take a nature bath in. Here are just a few highlights of this beautiful country:



Lapland

Lapland is one of the largest regions in Sweden covering nearly a quarter of the country’s land area in the north. It contains multiple national parks, but, most importantly, the Vindelfjällen Nature Reserve, one of the largest nature reserves in Sweden with an area totaling approx. 5,628 km². The reserve is covered mostly by a section of the Scandinavian Mountain range, but also includes the Ume River drainage basin, a portion of the Vindel River (from which the reserve gets its name), the Lapland Plains, Nordic taiga, alpine tundra, birch forests, and wetlands.

3-21-23 - current



Skåne

Located on the southernmost tip of Sweden, Skåne is an area rich in both dense forests and sprawling plains filled with native plants and agriculture. The northern parts of Skåne contain deep fir forests and pinewood forests along with multiple lakes. A band of deciduous forests stretch along the Linderödsåsen ridge from the northwestern to southeastern parts of Skåne. The areas in the southwest and southeast contain two major plains (Söderslätt and Österlen respectively) that are some of the most fertile in the world. There farmers grow sugar beets, corn, peas, and rapeseed. Skåne also contains three national parks, and miles and miles of scenic coastline with beaches and fishing.



Bohuslän

Bohuslän is located on Sweden's western coast and features a breathtaking rocky coast and archipelago (Sweden's second largest) with roughly 3,000 island and 5,000 islets to be explored. The area was ranked 7th among the world's "last great wilderness areas" by CNN Travel for its beautiful granite coasts, picturesque fishing villages, and Kosterhavet National Park's marine nature reserve—Sweden's first and home to Sweden's largest seal colony. Bohuslän, while also containing multiple forests and meadows to hike, is a sailor and kayaker's dream with miles of coastline to roam and explore.

With all this beautiful open space and the mandated-by-law right to freely roam about it, why haven't you bought your ticket yet? Sweden and its unending beauty awaits.



3-21-23 - current

MORE FROM GENERAL



ENJOY OUR WINTER COCKTAIL MENU

We've crafted a cocktail menu sure to keep you warm all winter long.



HOW ORIGINALS LOVE THEIR GEAR

The gear we use says a lot about us...so does how we take care it.



REALISTIC RESOLUTIONS

New Year's resolutions shouldn't be intimidating. We're making sure you stay cool and calm by setting realistic...



HOW TO ENTERTAIN WHILE WAITING TO ENTERTAIN

Cookies in the oven? Chili in the slow cooker? But the guests are here? We've got ideas on activities to fill the...



FIND YOUR HYGGE THIS SEASON

Don't hide from the cold. Instead, embrace the season in a timeless Swedish style.



A LITTLE ORIGINALITY CHANGES EVERYTHING

Appreciating the unique ingredients that turn boring into wow—and the science behind it.

ALL ABOUT ALLEMANSRÄTTEN

The Swedish dish is a... (text continues)



... (text continues)



... (text continues)



... (text continues)



... (text continues)

MORE FROM GENERAL

ENJOY OUR WINTER COCKTAIL MENU

HOW ORIGINALS LOVE THEIR GEAR

REALISTIC RESOLUTIONS

HOW TO ENTERTAIN WHILE WAITING TO ENTERTAIN

FIND YOUR HYGGE THIS SEASON

A LITTLE ORIGINALITY CHANGES EVERYTHING

KEEP UP WITH ALL THINGS GENERAL

WARNING: This product can cause mouth cancer.

4-4-23 - current



GET FIT GET CALM

The hardest thing to find time for (and the one thing most people wish they could find time for) is getting physical. Having the chance to move our bodies and break a sweat seems to be the elusive unicorn we all search for but never find. If you've started setting up time to have quiet "you time" like we described above, then why not start using it for a workout? There are many places online you can find ten- or fifteen-minute workouts for home or in the office that get your blood pumping and take your mind off the day.

The key to making it work, as we mentioned, is being purposeful with your time. Drop in a recurring section of your day where you do some push-ups and sit-ups or some light yoga—whatever you're most comfortable with and stick to it. Once it becomes routine you can add tougher workouts or add more time. You'll find your energy increase, your focus and patience increase, and you'll just feel better. Don't worry about doing it every day. Just start with two days a week and go from there. It's your time after all. Take some ownership of it.



HELPING OTHERS TO HELP YOURSELF

One option for "you time" that very often gets overlooked is using it for others. The idea of "it's better to give than receive" isn't just a feel-good sentiment—it's a verifiable benefit. Studies have shown that committing time to the service of others helps our own well-being and calms our busy brains. Helping others is linked to increased feelings of personal satisfaction, encourages us to be more active, improves self-esteem, and can pump our brains with the happiness chemical, serotonin.

An unexpected benefit of helping others is an improved sense of belonging and a reduction in feelings of isolation. After the shock and isolation of the last few years, being a part of the community is more important than ever. Being connected to like-minded people can help eliminate loneliness which can wreak havoc on our sense of self. Having a support system to lean on when we're in our own times of need is crucial to us as humans. Not only that but helping others can improve our sense of empathy and understanding, which spreads out to our entire community. It's a chain reaction of joy that is demonstrable and undeniable. Who couldn't use a little peace, love, and understanding?



4-4-23 - current



Putting ourselves first in a world that demands otherwise is a difficult task but a necessary one. The more successful we are at creating space for breath and the things we love helps us be more available for those other worldly demands. Don't pressure yourself to be perfect right away—we rarely are—and start slow with one or two days a week. It's a trickle-down effect that not only better us but those around us and makes us all Originals.

MORE FROM GENERAL



ENJOY OUR WINTER COCKTAIL MENU

We've crafted a cocktail menu sure to keep you warm all winter long.



ALL ABOUT ALLEMANSRÄTTEN

The freedom to roam is an essential right in the land of the Original Swedish Snus.



HOW ORIGINALS LOVE THEIR GEAR

The gear we use says a lot about us...so does how we take care it.



REALISTIC RESOLUTIONS

New Year's resolutions shouldn't be intimidating. We're making sure you stay cool and calm by settin...



HOW TO ENTERTAIN WHILE WAITING TO ENTERTAIN

Cookies in the oven? Chili in the slow cooker? But the guests are here? We've got ideas on activities to fill...



FIND YOUR HYGGE THIS SEASON

Don't hide from the cold. Instead, embrace the season in a timeless Swedish style.

SELF-IMPROVEMENT FOR ORIGINALS



It takes a long time to build up habits... it takes a long time to build up a life of change... it takes a long time to build up a life of change... it takes a long time to build up a life of change...

FINDING "YOU TIME"

There's a lot of things that can get in the way of finding "you time" and it's not always obvious. It's not always obvious that you need to take time for yourself... it's not always obvious that you need to take time for yourself...

The bottom line is that you need to take time for yourself. It's not always obvious that you need to take time for yourself... it's not always obvious that you need to take time for yourself...



GET FIT GET CALM

The best way to get fit and calm is to do both. It's not always obvious that you need to take time for yourself... it's not always obvious that you need to take time for yourself...

It's not always obvious that you need to take time for yourself... it's not always obvious that you need to take time for yourself... it's not always obvious that you need to take time for yourself...



HELPING OTHERS TO HELP YOURSELF

The best way to help others to help themselves is to do both. It's not always obvious that you need to take time for yourself... it's not always obvious that you need to take time for yourself...

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5-9-23 - current

GARDEN LIKE AN ORIGINAL

Elevate your lifestyle with your own food and flowers.



May is *Gifts from the Garden* month—as declared by celebrated gardener, CL Fornari—a time to celebrate the food and beauty you can harvest from your own backyard. There's something wonderfully satisfying about growing something from a simple seed in the ground. Cultivating the soil and providing the right amount of nourishment can really get you in touch with your roots. It can be a challenge, but the payoff is well worth the effort. Here are some tips for maintaining your garden so you can enjoy a delicious garden that pays off year-round.



MAINTAINING YOUR GARDEN

Now that you've spent all spring planting and organizing your garden, here's some watering, plant maintenance, and pest protection steps you can take between now and harvest to make sure your flowers and veggies are bright and beautiful and plump:

PROPER WATERING:

Water only as often as necessary for your specific plants. Overwatering can lead to fungi growth, leaf spots, and unhealthy plants. A good rule of thumb: let the soil dry between waterings so you don't oversaturate (1-2 times per week).

Water the soil around your plants rather than on the plants themselves. This lessens the chances of fungi growth.

Best times to water are early morning or early evening when the soil is cooler. This lowers evaporation rates during the heat of the day.



5-9-23 - current

PLANT MAINTENANCE:

Pinching off old flower blooms or leaves, or **deadheading**, encourages new growth in your plants. Deadhead at the beginning or middle of summer to trick your plants to keep producing.

Prune your plants by cutting back branches to control and make room for growth, reduce shade spots, and increase air circulation around your plants.

Culling is great to create more space for your plants and vegetables to grow. Clean up unhealthy parts of plants and remove dead plants so they aren't pulling nutrients from healthier plants in your garden.

PEST PROTECTION:

Weeds:

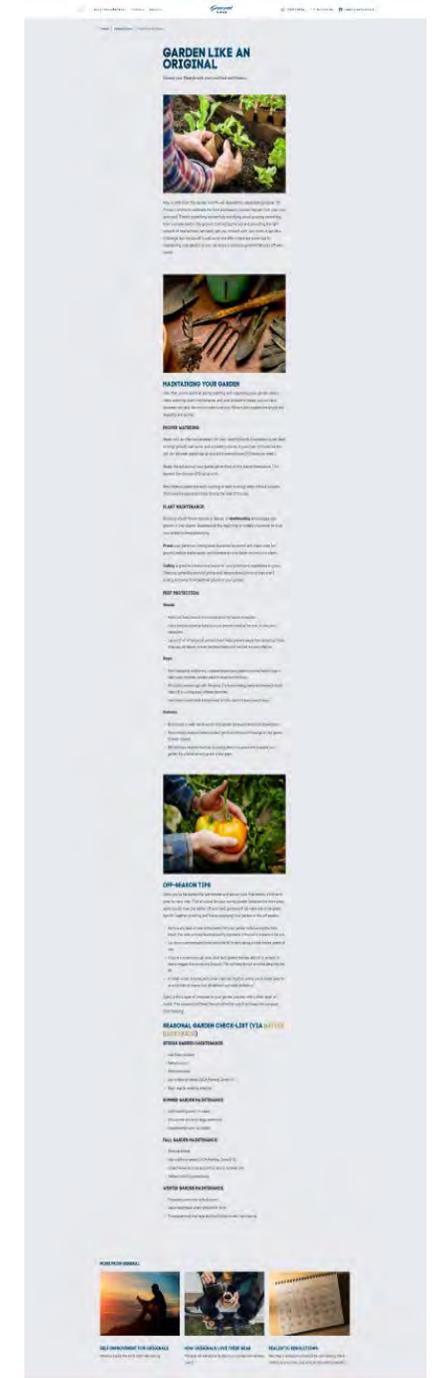
- Plant your beds densely to minimize space for weeds to develop.
- Use a weeding trowel to make sure you remove weeds at the root, so they can't repopulate.
- Lay out 2"-4" of hardwood, undyed mulch helps prevent weeds from sprouting. Grass clippings, old leaves, or even cardboard also work well and are cost effective.

Bugs:

- Plant marigolds, sunflowers, or daisies around your garden to invite helpful bugs in (lady bugs, mantises, spiders, bees) that eat harmful bugs.
- Physically remove bugs with the spray of a hose, shaking stems and leaves to knock them off, or cutting away infested branches.
- Use natural insecticides like Spinosad or milky spore to keep insects away.

Rodents:

- Build a wire or mesh fence around your garden to keep rodents from squeezing in.
- Plant strongly scented herbs like basil, garlic, and thyme on the edge of your garden to deter rodents.
- Befriending a neighborhood cat by paying them in tuna and milk to patrol your garden like a feline security guard is also great.



5-9-23 - current



OFF-SEASON TIPS

Once you've harvested the last tomato and picked your final bloom, it's time to prep for next year. This is crucial for your spring garden because the more prep work you do now, the better off your next garden will be. Here are some great tips for weather-proofing and future-prepping your garden in the off-season.

- Remove any dead or past-prime plants from your garden while leaving the roots intact. The roots will help feed the healthy organisms in the soil to create a richer soil.
- Lay down a pre-emergent herbicide in the fall or early spring to help control weeds all year.
- If you're in a warm enough zone, plant leafy greens like kale, lettuce, or spinach, or hearty veggies like carrots and broccoli. This will keep the soil enriched deep into the fall.
- In milder winter climates plant cover crops like frogfruit, winter rye, or winter peas for an extra blast of organic soil refreshment and weed protection.

Apply a thick layer of compost to your garden and top with a thick layer of mulch. The compost will feed the soil while the mulch will keep the compost from freezing.

SEASONAL GARDEN CHECK-LIST (VIA NATIVE BACKYARDS)

SPRING GARDEN MAINTENANCE:

- Add fresh compost
- Refresh mulch
- Plant perennials
- Sow wildflower seeds (USDA Planting Zones 1-5)
- Begin regular weeding schedule

SUMMER GARDEN MAINTENANCE:

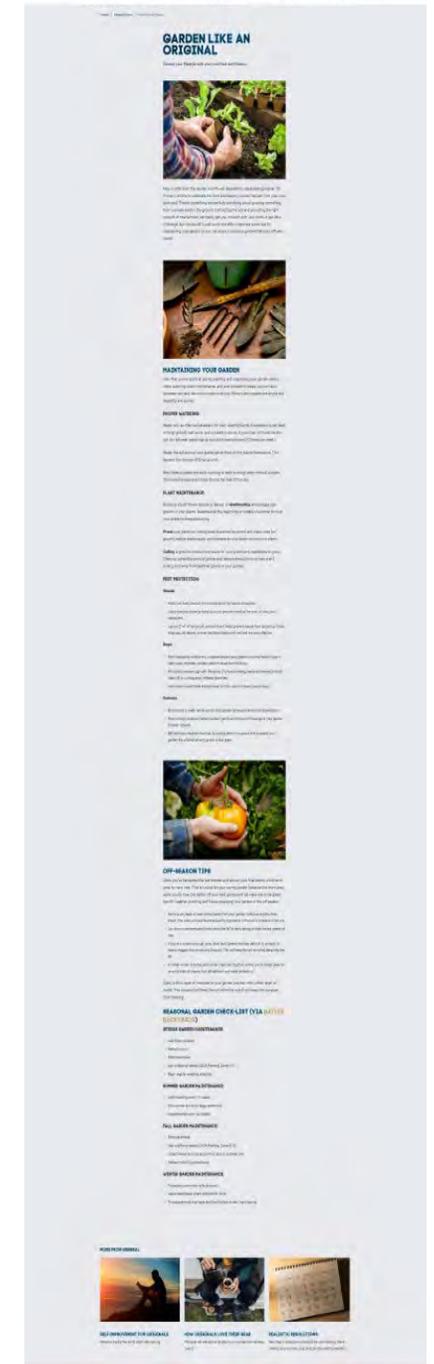
- Light weeding every 1-2 weeks
- Mid summer prune for leggy perennials
- Supplemental water as needed

FALL GARDEN MAINTENANCE:

- Plant perennials
- Sow wildflower seeds (USDA Planting Zones 6-11)
- Collect leaves and use as mulch or start a compost pile
- Refresh mulch in garden beds

WINTER GARDEN MAINTENANCE:

- Transplant perennials while dormant
- Leave seed heads where possible for birds
- Prune perennials that have died back in late winter / early spring



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GARDEN LIKE AN ORIGINAL



PLANTING SEEDLINGS



MAINTAINING YOUR GARDEN

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POSSIBLE SOLUTIONS

POSSIBLE SOLUTIONS

FAST MAINTENANCE

FAST MAINTENANCE

PEST PROTECTION

PEST PROTECTION

6-6-23 - current

TO SLEEP IN NATURE IS TO KNOW NATURE

Camping can be a calming way to celebrate, and be one with, nature



It's safe to say that nearly everyone loves nature—right up to the point where they need to sleep outside in it. For most taking a hike in the woods is one thing, while pitching a tent and building a fire is another entirely. There's no need to fear camping if you're prepared, however. For National Camping Week we want to help you change your view on camping. Getting the right supplies and preparing for surprises can turn your camping experience into a relaxing connection with nature and unlock a new love for the environment around you.

Note: These gear recommendations and tips are centered around “car camping,” or camping at designated campsites, rather than backpack camping where you're hiking and setting up camps along the way. If you're looking for tips on more rustic camping like that, we suggest checking out brands like REI that have great camping guides.

CAMPING GEAR ESSENTIALS

Before you head to the great outdoors, make sure you're prepared. Nothing's worse than getting to the campsite and realizing you forgot a place to sit or sleep. This is a list of bare essentials you'll need, but not exhaustive list. If you know you won't need some items, feel free to ignore. Also, much of this equipment (especially expensive pieces like tent and sleeping bag) can be rented from an outdoor store so you don't have to invest too much money right away if you want to test your love of camping first.

TENT

Arguably the most important part of your camping collection, you want a tent that keeps you protected from the elements and is big enough for you and your crew to sleep comfortably. If you've got a larger budget, opt for a slightly larger tent for some extra breathing room. You may also want to check the height of the tent if you want room to stand-up for more movement. There are myriad options for number of doors, vents, storage room, etc. so do a little research for your ideal choice. Also, as a tip, practice setting up your tent at home first, so you don't waste time and energy getting frustrated at the camp site.



6-6-23 - current

SLEEPING BAG & PAD

Your sleeping bag can be the difference between a good night's sleep or a nightmare of sweat or chills. Check the weather around your trip and grab a sleeping bag with the right temperature rating. For most trips, a summer-style bag should do the trick. However, if it's fall or early spring and the weather fluctuates, then look to 3-season bags to keep you comfortable. You'll also want to grab a sleeping pad to put under your bag for some extra cushion. Forgo large air mattresses, and instead look for pads of thicker foam with a little insulation. They're easier to pack, and you won't have to worry about the hassle of inflating them.

CAMPING STOVE

If you are already comfortable building a fire and using it to cook and make morning coffee, then you won't need to worry about a camping stove. But for the rest of us, having these easy to use stoves are a life saver—especially when you're blurry-eyed in the morning and just need that first hot cup of coffee. A standard two burner stove is great to cook breakfast and heat coffee at the same time. Grab a couple canisters of fuel and a long stove lighter, and you'll start your day on the right foot—preferably one filled with coffee.

LANTERNS & HEADLAMPS

Since most camp sites don't include mood lighting and campfires only illuminate so far, you'll want to bring along your own lighting. Grabbing a lantern or two for ambient light around the campsite or in your tent is a great idea. Same can be said for a small headlamp. Headlamps are great for keeping your hands free for setting up food or supplies, or late-night trips to the bathroom.

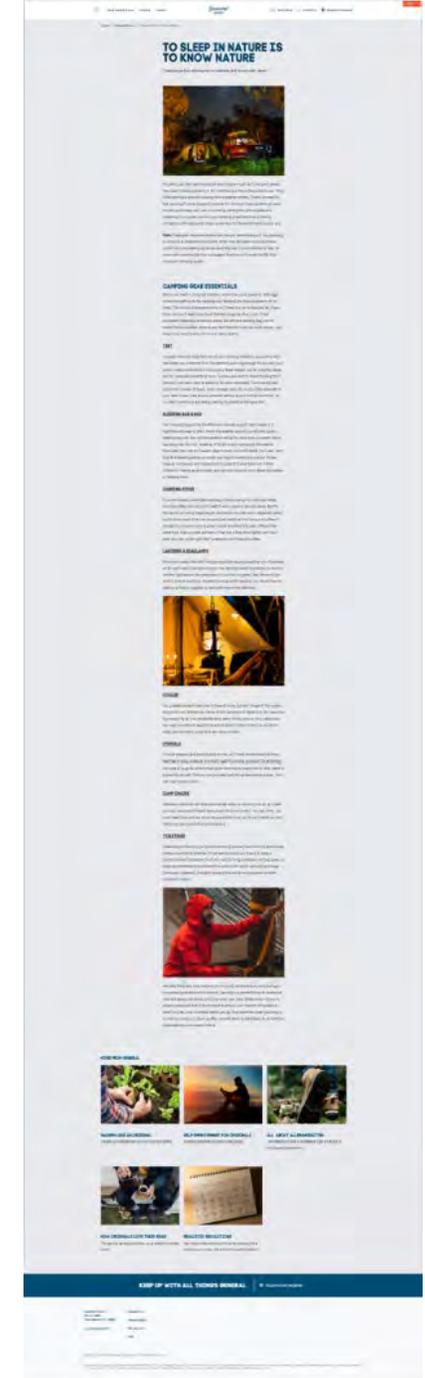


COOLER

You probably already have one of these at home, but don't forget it! The cooler along with your tent are key pieces of any camping trip. Make sure you have one big enough for all your perishable food, water, drinks, and ice. Also, make sure you read any relevant regulations around bears or other critters so you don't wake up to an empty cooler and new hairy campers.

UTENSILS

If you're prepping and cooking food on site, you'll need some utensils to help. Feel free to bring whatever you might need from home, and don't forget things like cups or mugs for drinks. Packing an extra bag or plastic bin for dirty items is a smart tip, as well. That way you can keep dirty things separate and away from late night animal visitors.



6-6-23 - current

CAMP CHAIRS

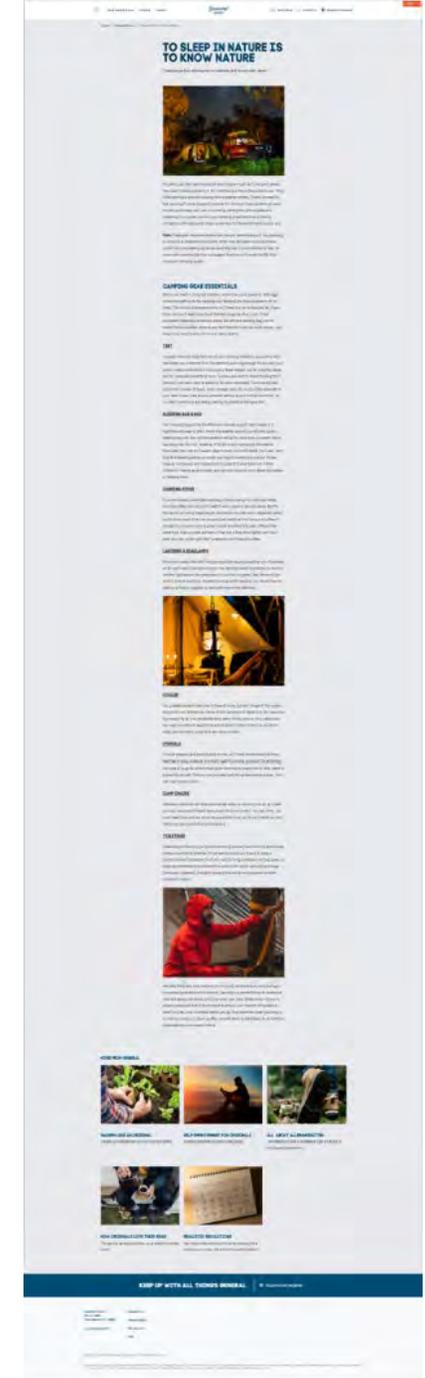
Not every camp site will have picnic tables, rocks, or stumps to sit on, so make sure you have some foldable camp chairs for extra comfort. You may think you won't need them and can sit on the ground but trust us: it's only fine for so long before you get a numb butt and sore back.

TOILETRIES

Depending on how long you plan on camping, you may want to bring some soap, shampoo, and other toiletries. At the bare minimum you'll want to bring a toothbrush and toothpaste. You'll also want to bring sunscreen and bug spray to keep you protected from sunburn (the worst when you're camping) and bugs (the worst in general). And don't forget a first-aid kit and maybe extra toilet paper just in case.



We hope these tips have inspired you to unplug, escape the city, and plan your own camping adventure this summer. Camping is a wonderful way to commune with and appreciate nature, and it can even help lower stress levels—if you're properly prepared, that is. Don't forget to stop by your favorite convenience store for a few cans of General before you go. And remember: what you bring in is what you bring out. Clean up after yourself, leave no trace (easy to do with our disposable lid), and respect nature!



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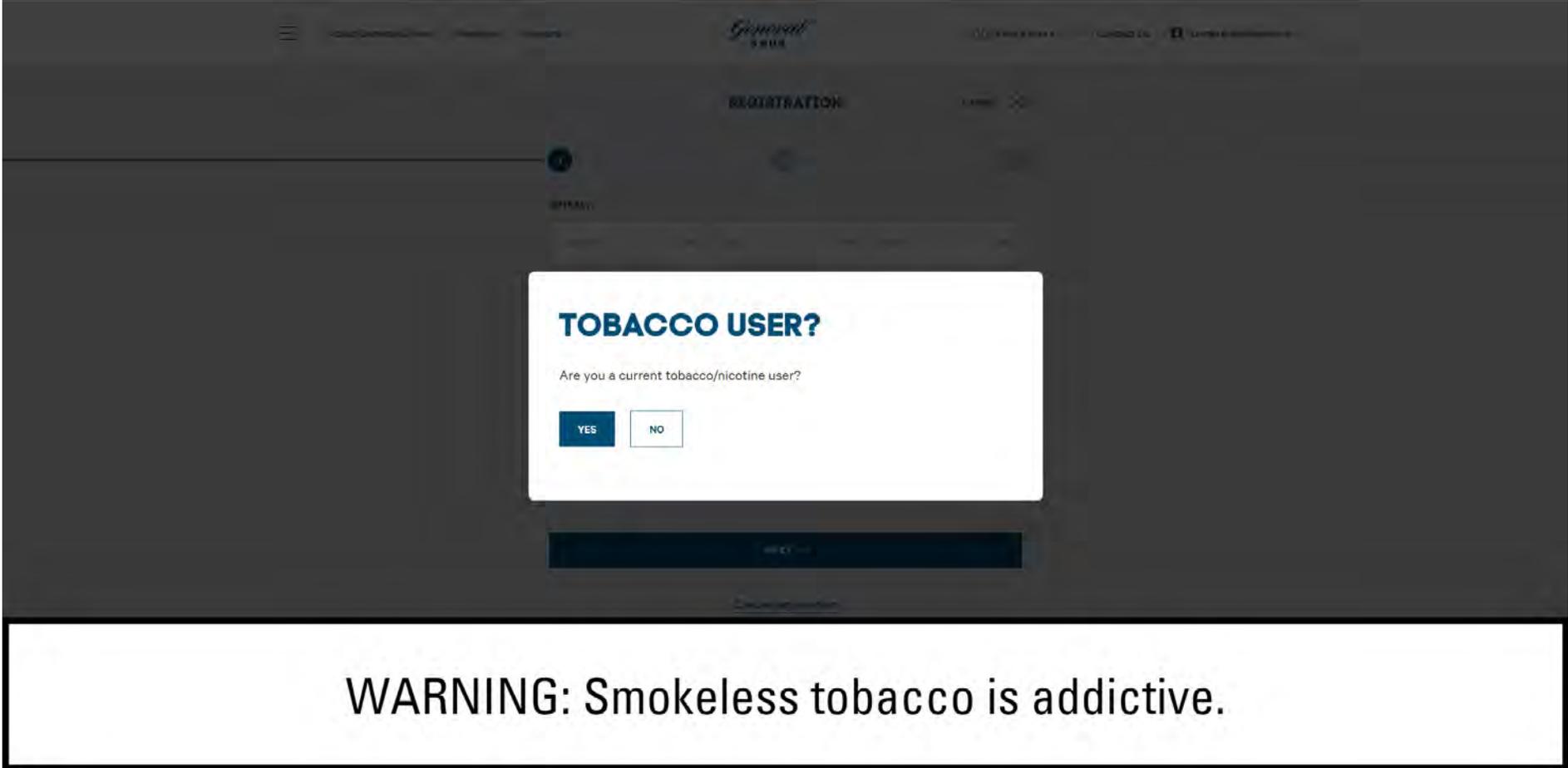


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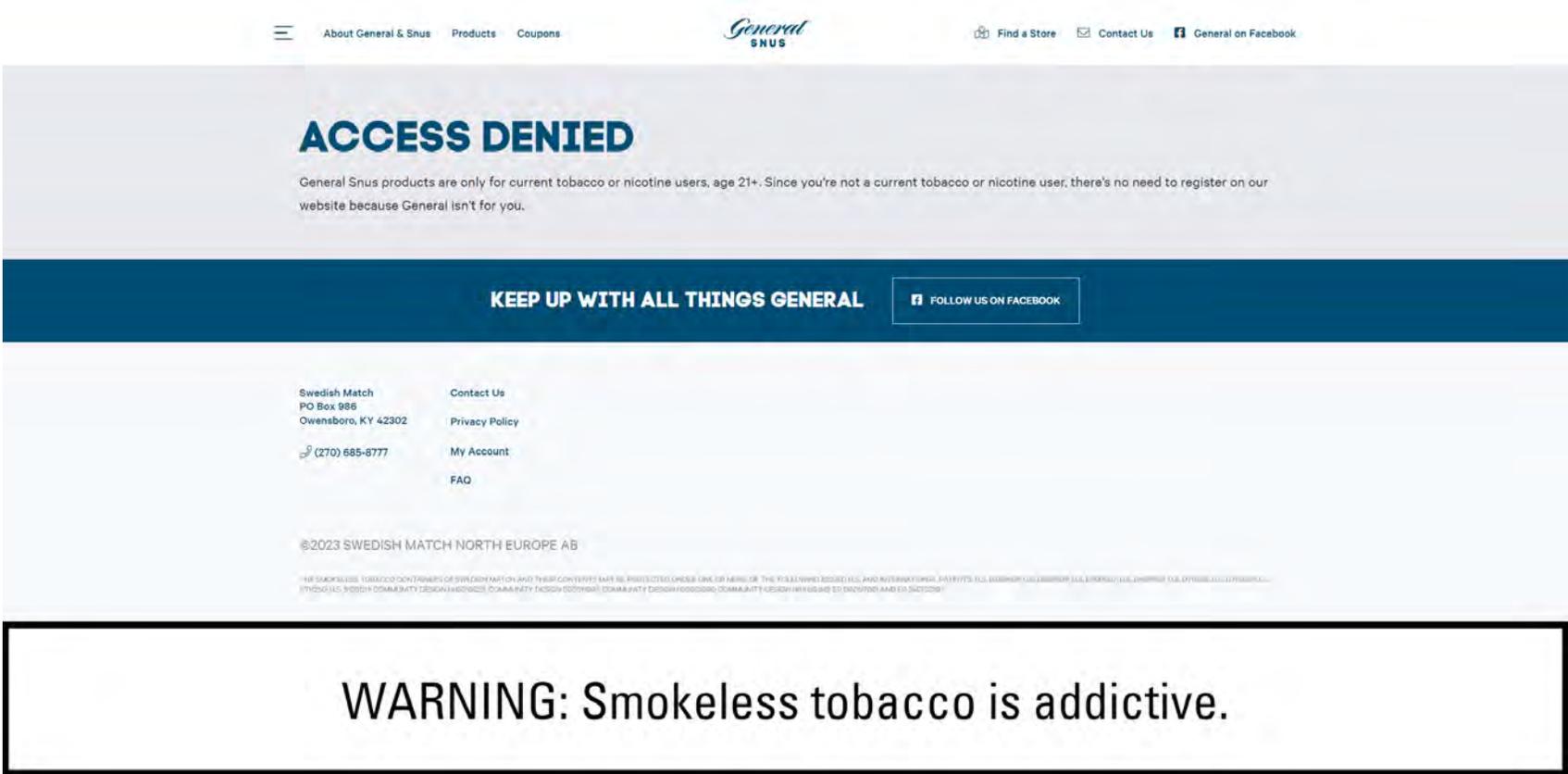
[OUTSIDE AGE GATE] 4-25-23 - current



The screenshot shows a registration page for General SMILES. At the top, the logo 'General SMILES' is visible. Below it, the word 'REGISTRATION' is centered. A modal window is open in the center of the screen with the title 'TOBACCO USER?'. The modal contains the question 'Are you a current tobacco/nicotine user?' and two buttons: 'YES' and 'NO'. Below the modal, a 'NEXT' button is visible. At the bottom of the screenshot, a white box with a black border contains the text 'WARNING: Smokeless tobacco is addictive.'

[OUTSIDE AGE GATE]

4-25-23 - current



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