

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
40
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

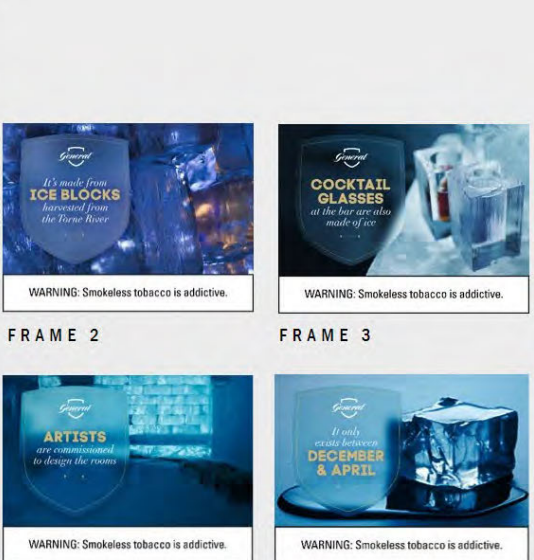


1-7-23



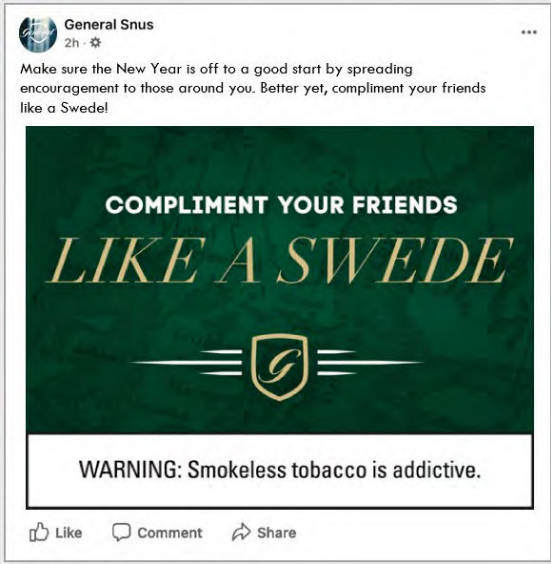
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1-10-23



General Snus January 2023 Facebook Posts con't

1-13-23



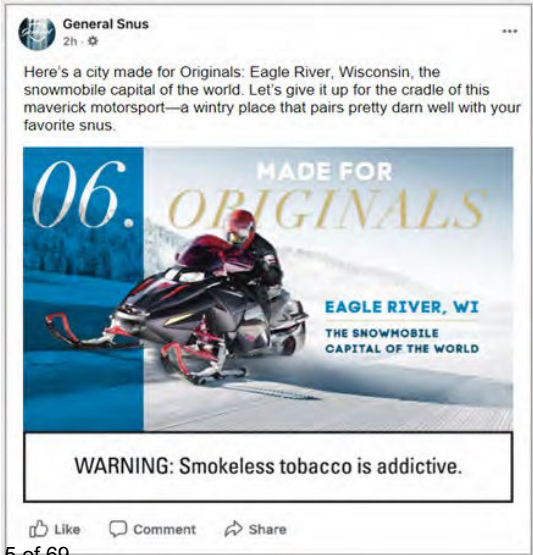
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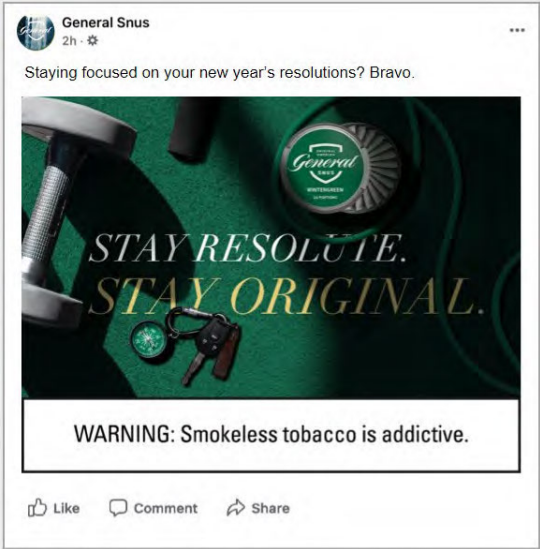


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1-24-23



1-26-23

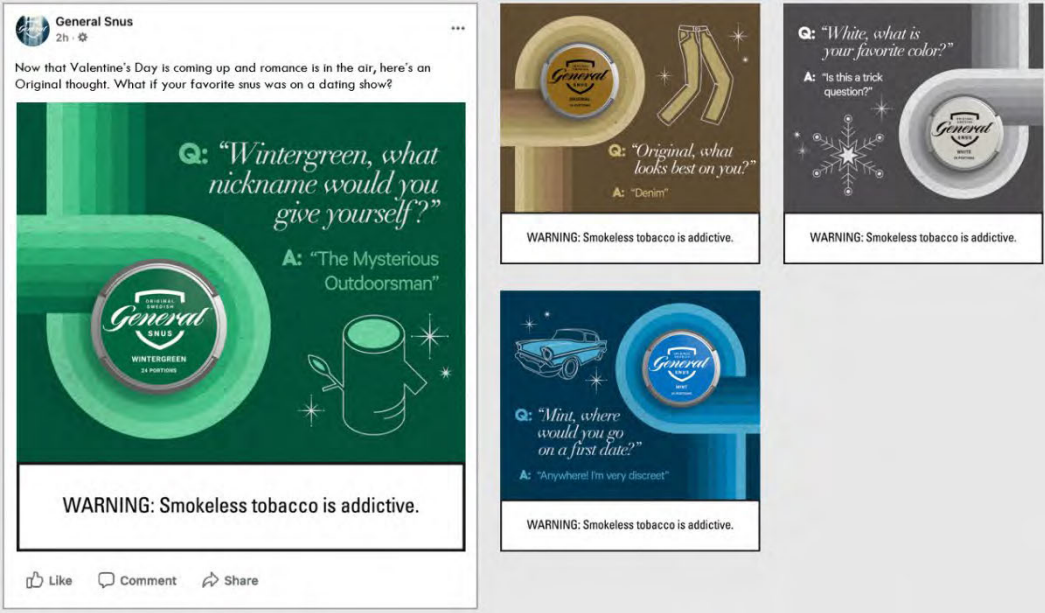


General Snus February 2023 Facebook Posts

2-1-23



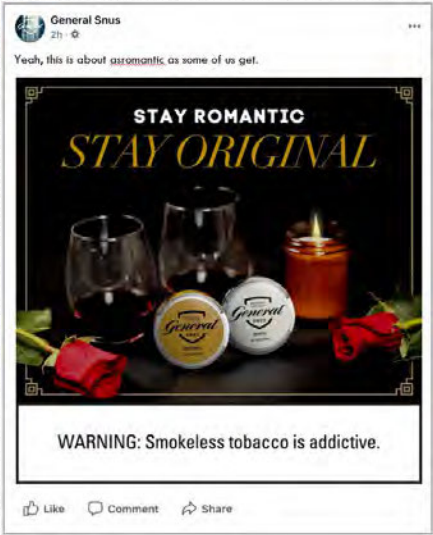
2-8-23



2-10-23



2-14-23

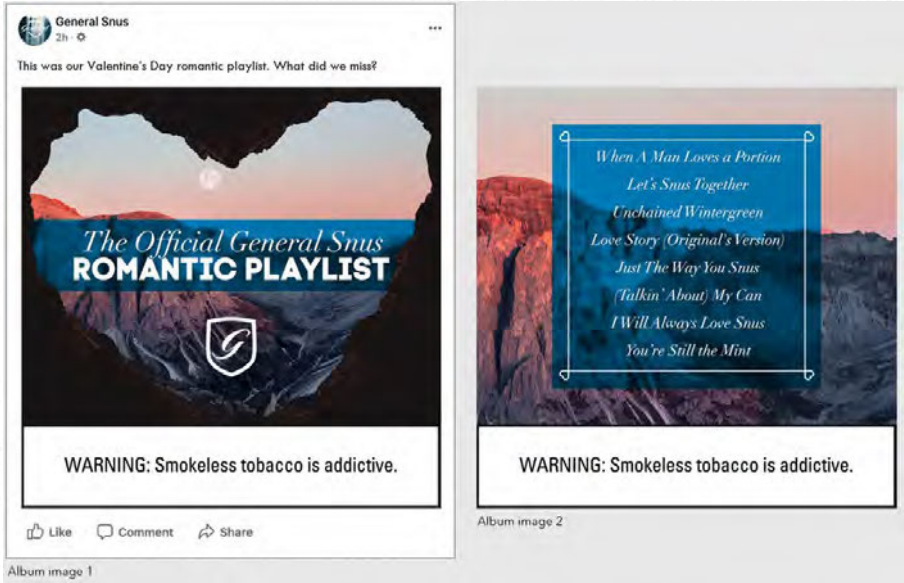


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General Snus February 2023 Facebook Posts

2-17-23



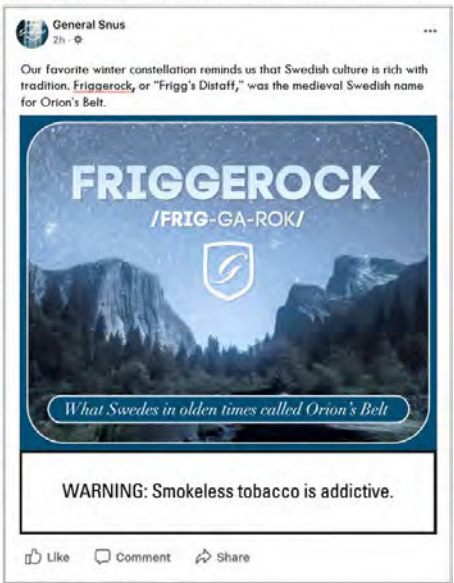
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2-22-23

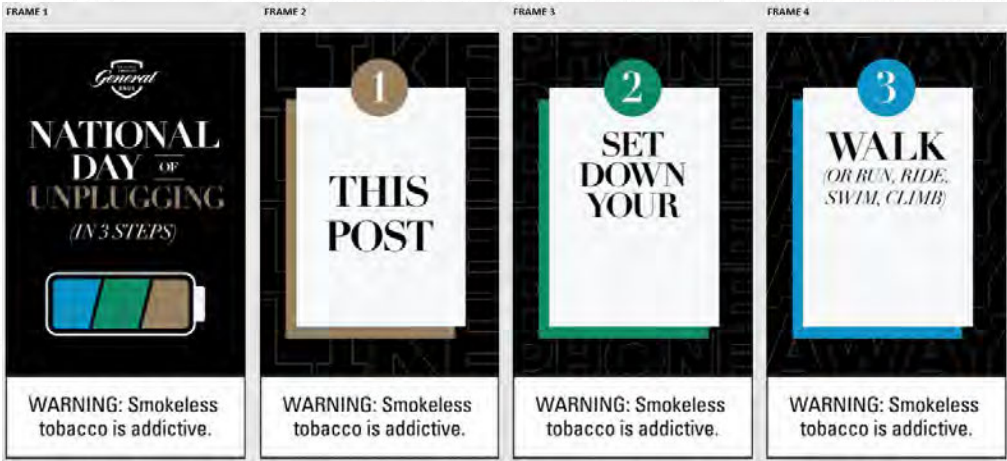


2-24-23



General Snus March 2023 Facebook Posts

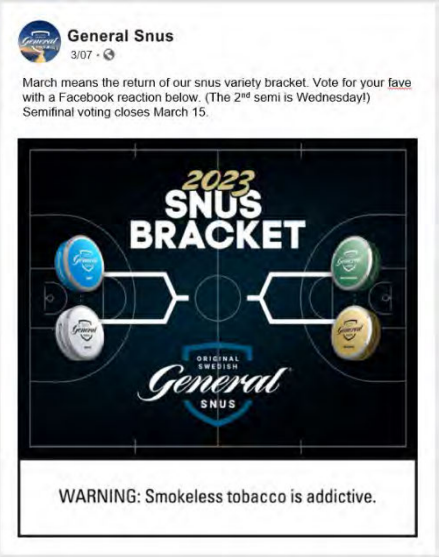
3-3-23



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- 3-3-23_FB_POST_FRAME3.mp4
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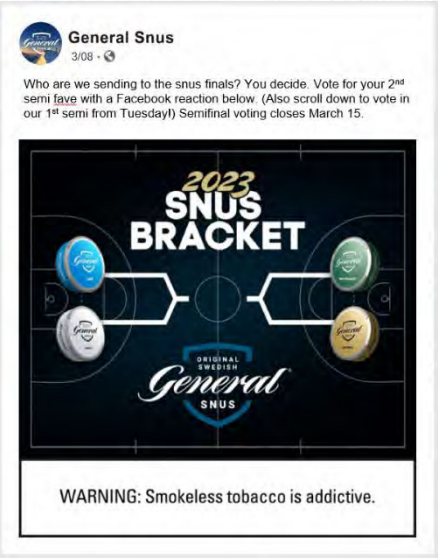
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3-8-23

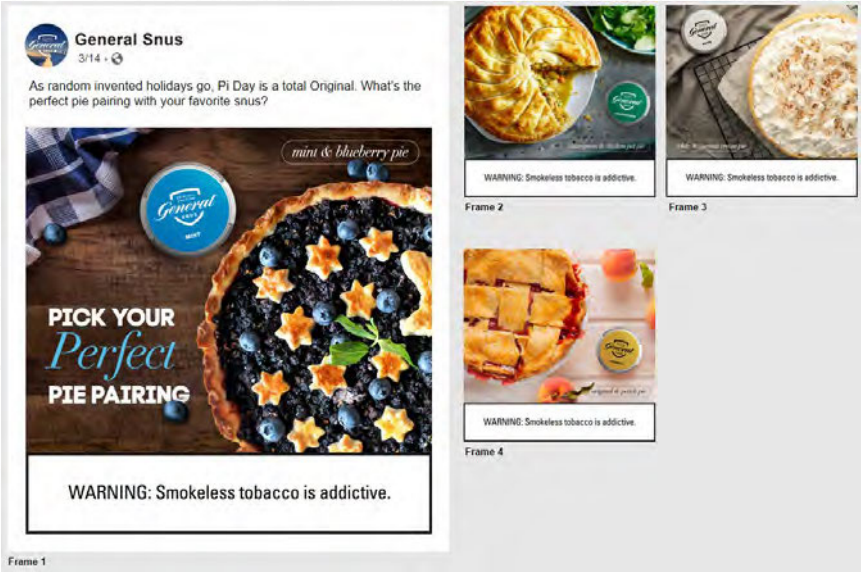


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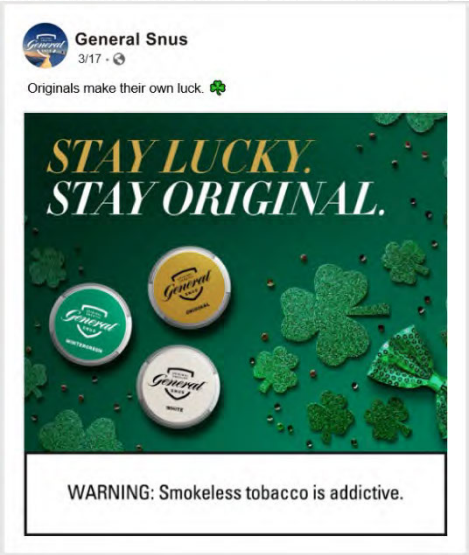
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General Snus March 2023 Facebook Posts con't

3-14-23



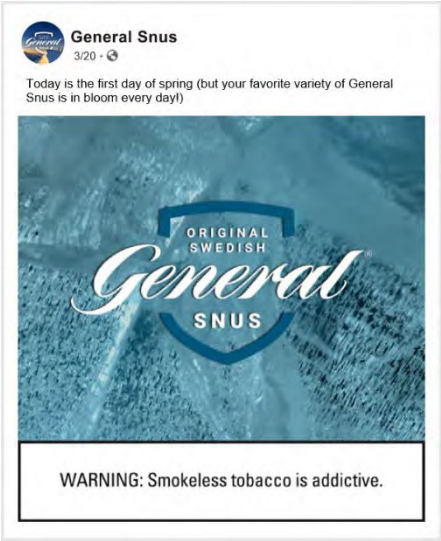
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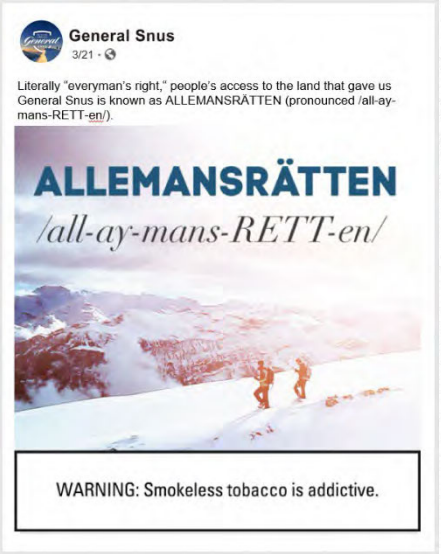
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3-20-23



3-21-23



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3-20-23_FB_POST.mp4

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

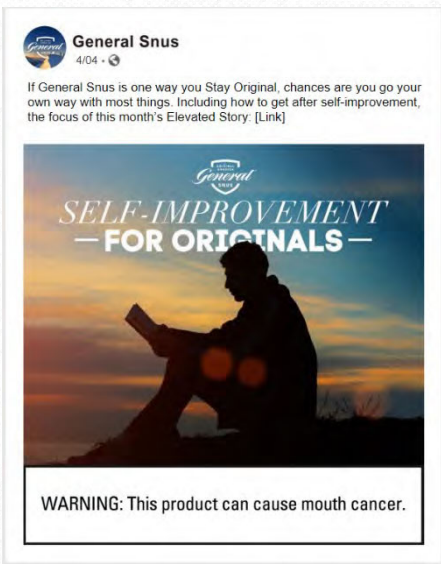


General Snus April 2023 Facebook Posts

4-1-23



4-4-23

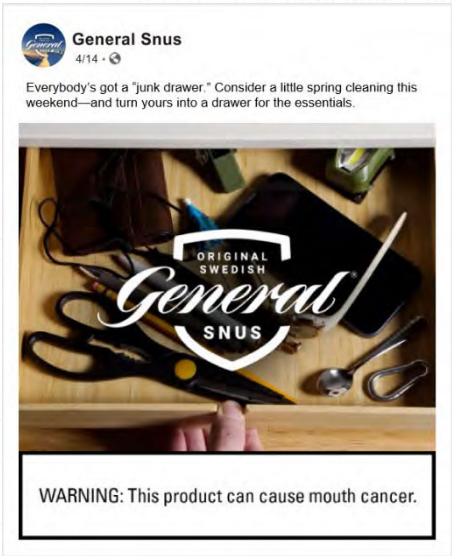


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4-14-23



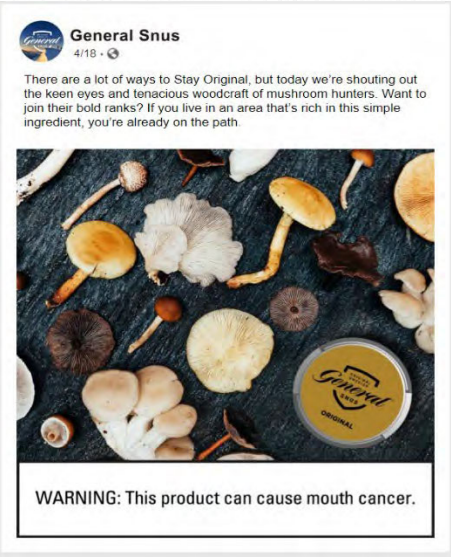
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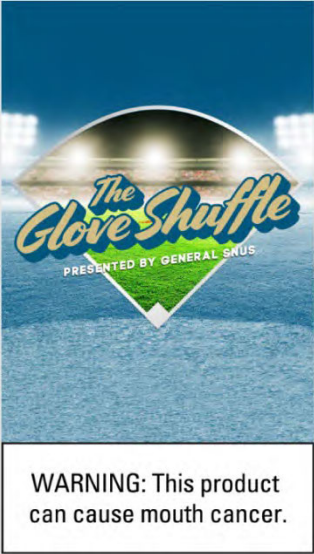
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Has Sound

General Snus April 2023 Facebook Posts con't

4-18-23



4-28-22



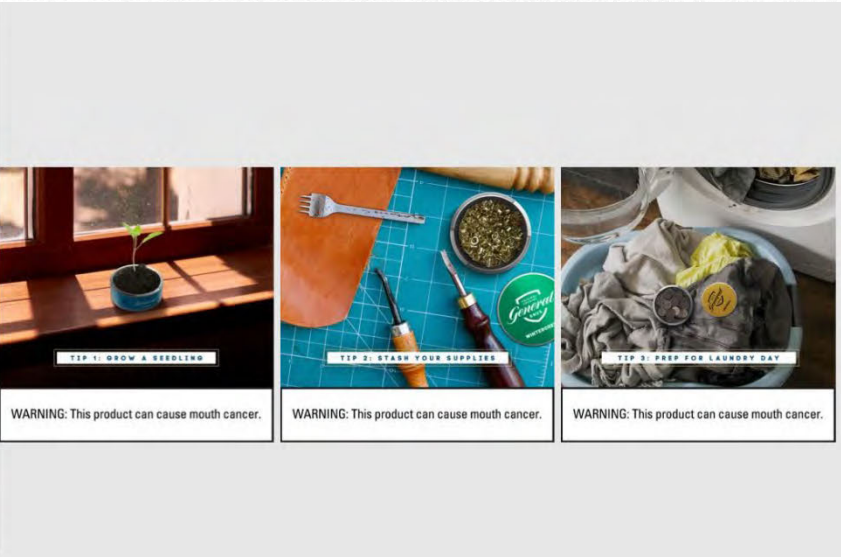
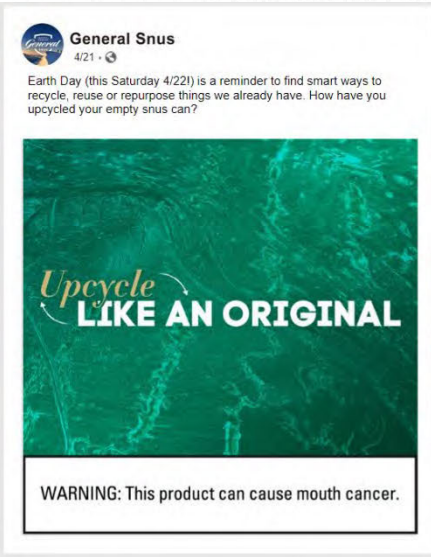
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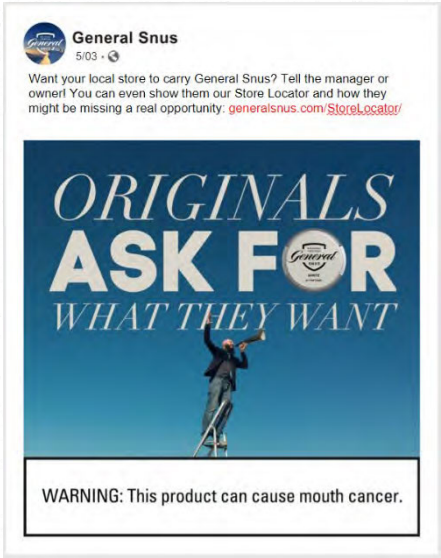
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4-21-23



General Snus May 2023 Facebook Posts

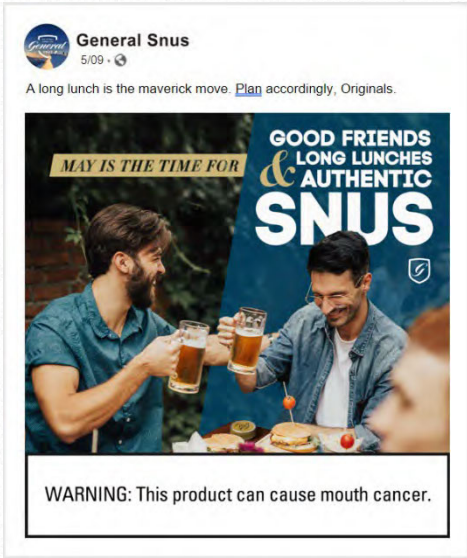
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5-17-23

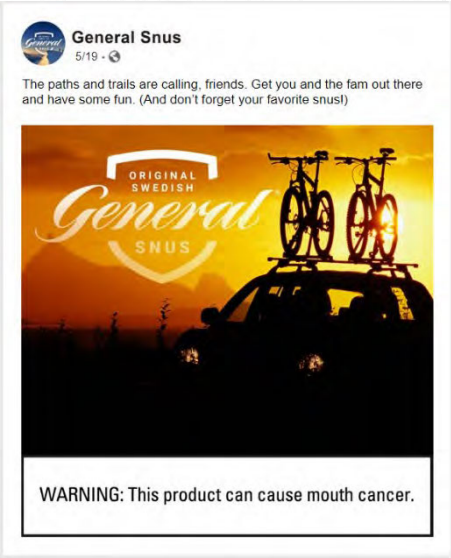


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General Snus May 2023 Facebook Posts con't

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. 🚲

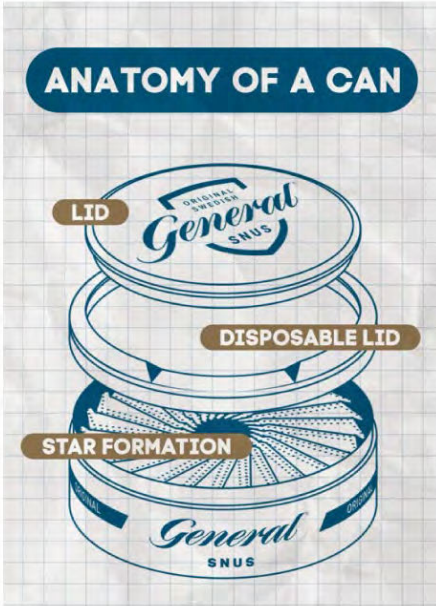


MADE FOR ORIGINALS
WORLD NAKED BIKE RIDE
CENSORED

WARNING: This product can cause mouth cancer.

6-14-23

**General Snus**
6/14 · 🌐



ANATOMY OF A CAN

LID

DISPOSABLE LID

STAR FORMATION

WARNING: This product can cause mouth cancer.

See file:



6-14-23_FB_POST.mp4

General Snus June 2023 Facebook Posts con't

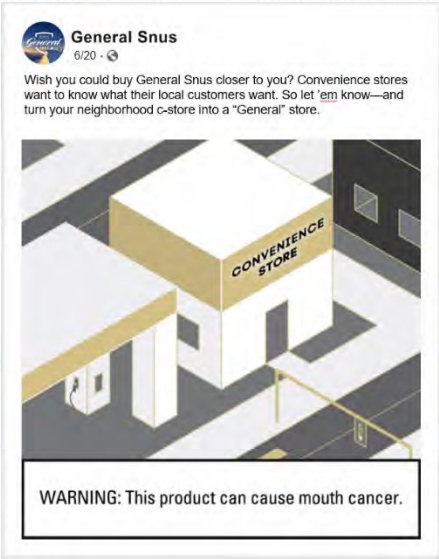
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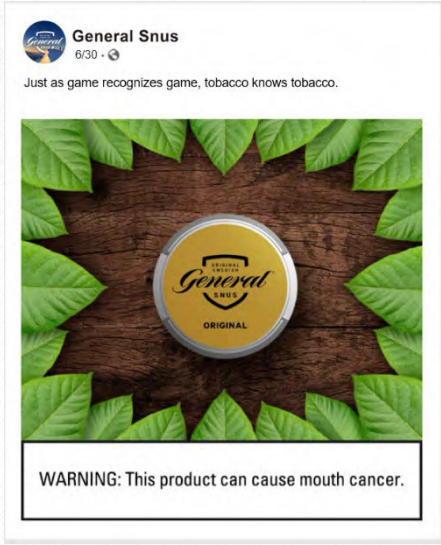
6-21-23









6-23-23



6-27-23



January '23 General Snus Facebook .mp4 File Guide

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	 1-13-23_FB_POST.mp4 00:00:16	
	 1-17-23_FB_POST.mp4 00:00:19	


February '23 General Snus Facebook .mp4 File Guide

.mp4 Image

.mp4 File Name and Length











.mp4 Descripton



 2-14-23_FB_POST.mp4

(b) (4)

March '23 General Snus Facebook .mp4 File Guide

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	 3-3-23_FB_POST_FRAME4.mp4 00:00:04	
	 3-7-23_FB_POST.mp4 00:00:04	

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



3-17-23_FB_POST.mp4

00:00:06



3-20-23_FB_POST.mp4

00:00:07



3-21-23_FB_POST.mp4

00:00:14











3-31-23_FB_POST.mp4





00:00:05

(b) (4)

April '23 General Snus Facebook .mp4 File Guide

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	 4-17-23_FB_POST.mp4 00:00:19	
	 4-28-23_FB_POST.mp4 00:00:22	

May '23 General Snus Facebook .mp4 File Guide

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June '23 General Snus Facebook .mp4 File Guide

.mp4 Image

.mp4 File Name and Length


.mp4 Description



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(b) (4)



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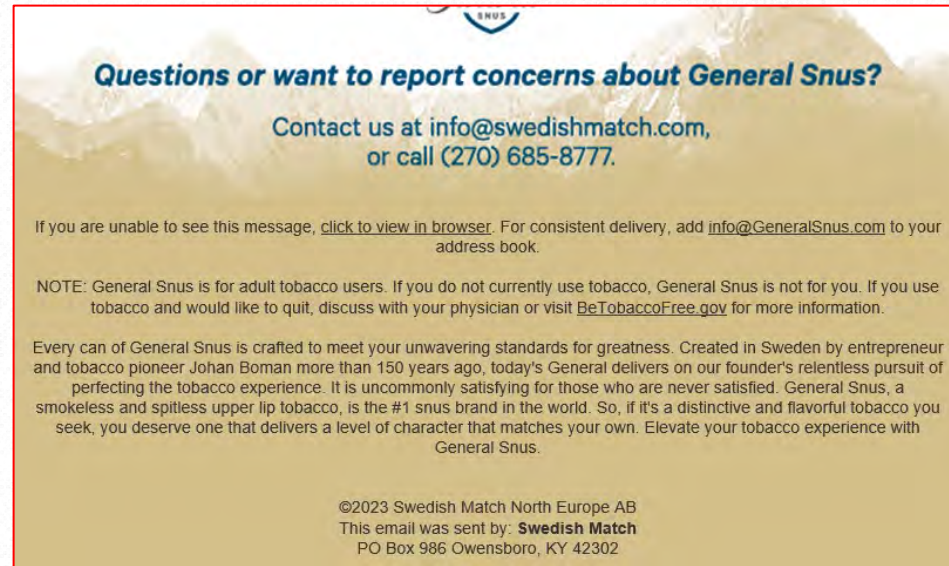
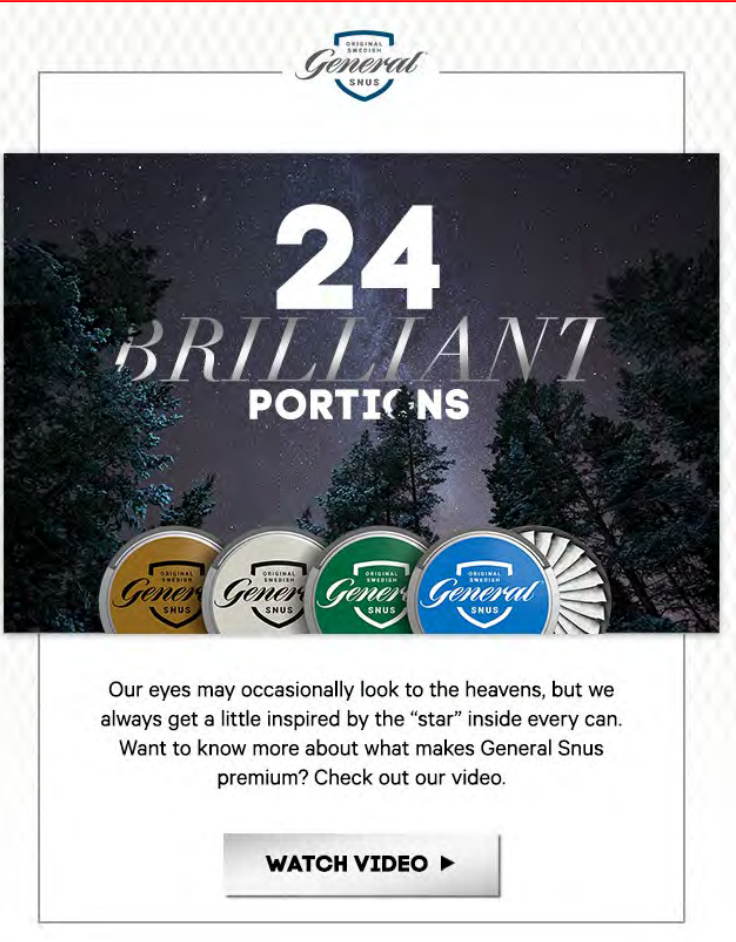
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GENERAL SNUS EMAILS

General Snus January EM1

1-10-23



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 ►



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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[READ STORY ►](#)

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

CLAIM COUPONS NOW ▶

?

GOT A QUESTION?

CHECK OUT OUR FAQ PAGE AT GENERALBIBUS.COM

VISIT OUR SITE •



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If you are unable to contact us by e-mail, please call 1-800-421-0047, ext. 222, or write to us at the address below. We will respond to you as soon as possible.

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Interplay of Natural and Artificial Forces: A Case Study of the Evolution of the American Automobile Industry. The American automobile industry is a classic example of the interplay of natural and artificial forces. The industry has evolved from a small, local market to a global, multi-national enterprise. This evolution has been driven by a combination of natural forces, such as technological innovation and market expansion, and artificial forces, such as government regulation and corporate strategy. The industry's growth has been remarkable, with the number of cars produced in the United States increasing from less than 100,000 in 1900 to over 10 million in 1990. This growth has been driven by a combination of factors, including technological innovation, market expansion, and government regulation. The industry's evolution has been a complex process, shaped by a variety of factors, both natural and artificial. The industry's growth has been remarkable, with the number of cars produced in the United States increasing from less than 100,000 in 1900 to over 10 million in 1990. This growth has been driven by a combination of factors, including technological innovation, market expansion, and government regulation. The industry's evolution has been a complex process, shaped by a variety of factors, both natural and artificial.

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1021 East Cary Street, Suite 3000
Riverside, CA 92507 USA

100

WARNING:
Smokeless tobacco
is addictive.

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 ►](#)



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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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[READ ARTICLE ►](#)



EXCLUSIVE COUPONS SAVE UP TO \$8 ON GENERAL

[CLAIM COUPONS NOW ►](#)



FIND GENERAL SNUS

[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 ▶



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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

CLAIM HERE ▶

READ
ELEVATED
STORIES

WORDS & VIEWS FROM THE
ORIGINAL SWEDISH SNUS

OPEN ARTICLES ▶

Questions or want to report concerns about General

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WARNING:
Smokeless tobacco
is addictive.

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!**

DISCOVER GENERAL ▶

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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!**

DISCOVER GENERAL ▶



EXCLUSIVE SAVINGS
GET \$6 OFF 3 CANS
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WARNING: Smokeless tobacco is addictive.

General Snus March EM2

3-21-23



General
ORIGINAL
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.

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BOLD AND ABOVE THE REMAINING LEGACY
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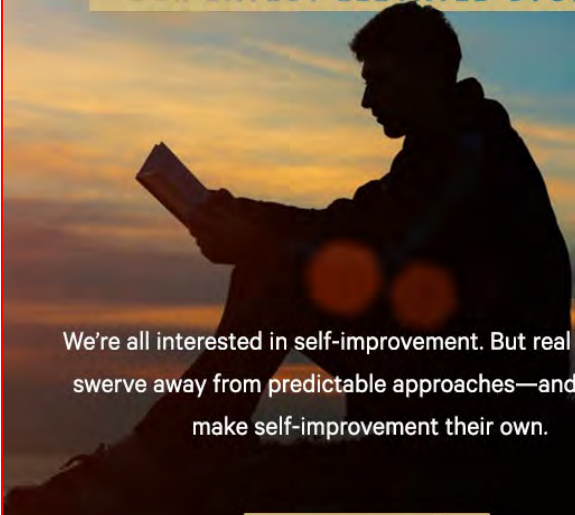
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General Snus April EM1

4-4-23




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



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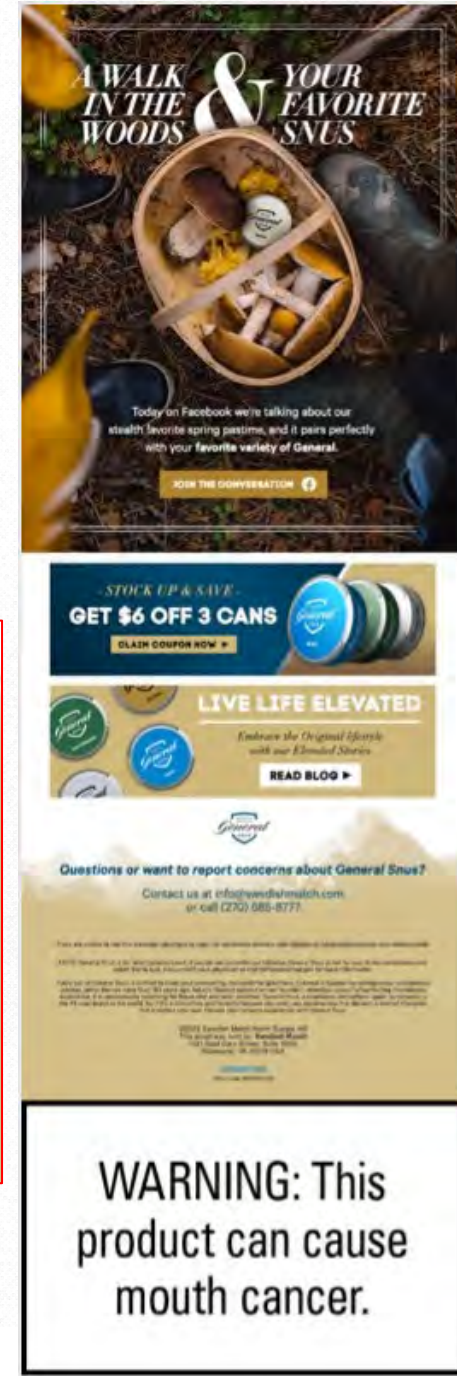
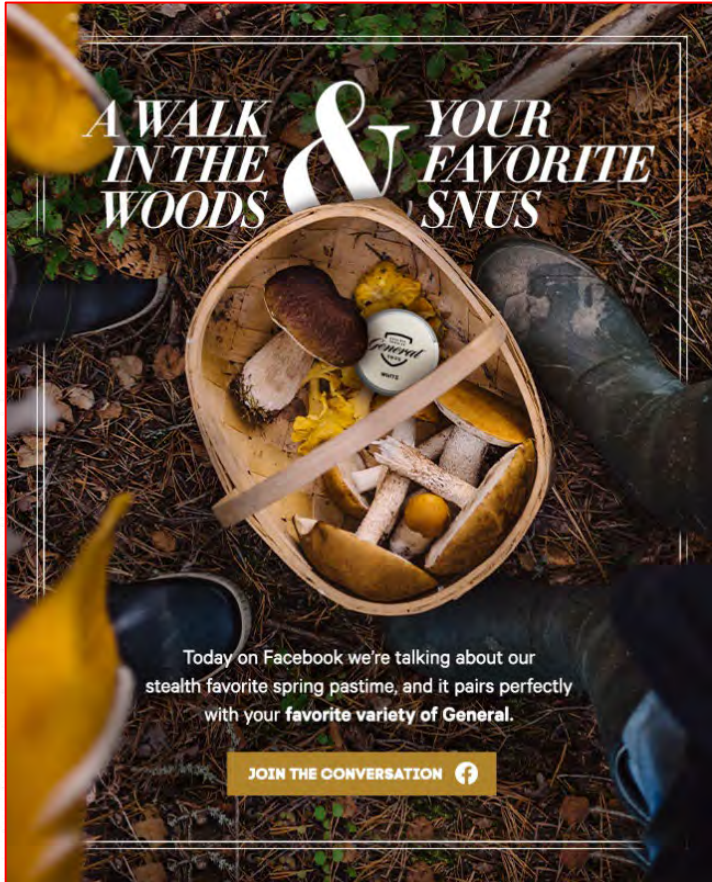
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General Snus April EM2

4-18-23



General Snus May EM1

5-9-23



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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

ORIGINAL
SWEDISH
General
SNUS

WHITE

ORIGINAL
SWEDISH
General
SNUS

ORIGINAL

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.

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WHITE

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ORIGINAL SINCE 1866

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DISCOVER MORE

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Swedish Match Periodic Report (Jan-June 2023) Page 35 of 69

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.

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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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EXCLUSIVE SAVINGS
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OUR HIGHER STANDARD

Learn about the principles and standards that guide us.

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Swedish Match Periodic Report (Jan-June 2023) Page 37 of 69

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.

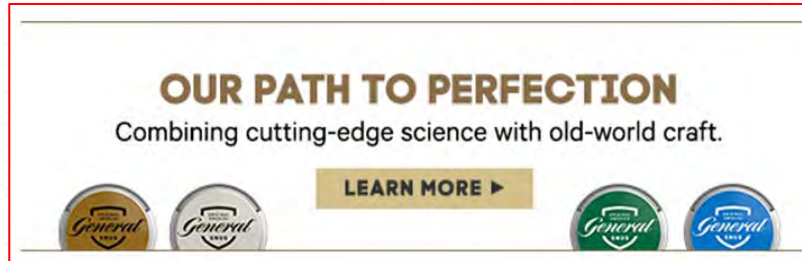


DID YOU KNOW?
General Snus adheres to strict Swedish food-grade quality standards from seed to can.



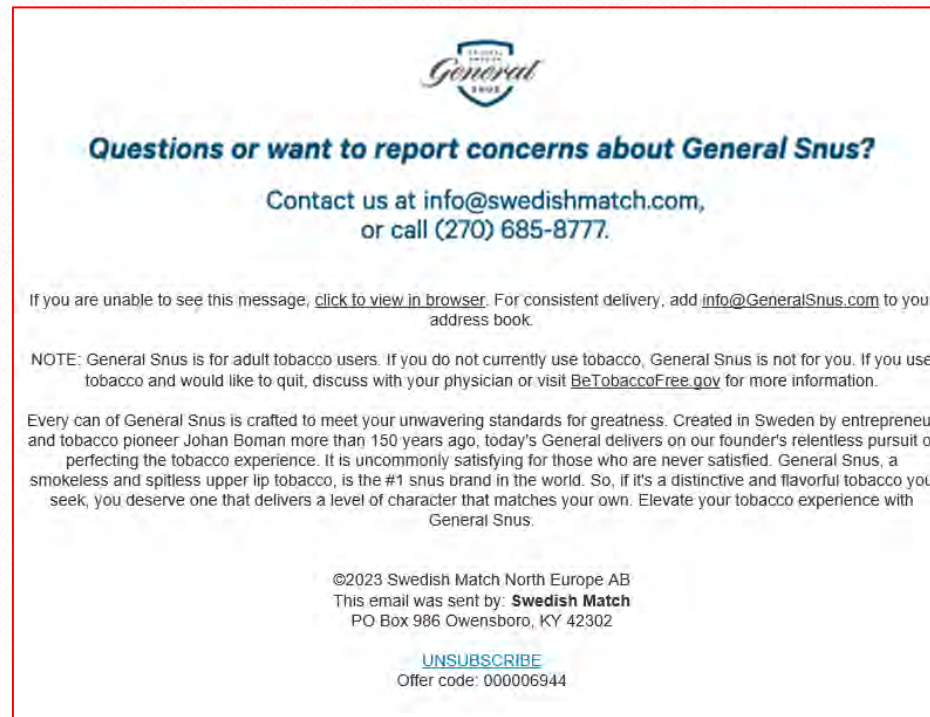
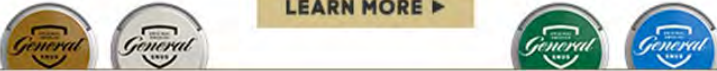
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— YOUR FRIENDS AT GENERAL



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

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An original since 1866

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

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

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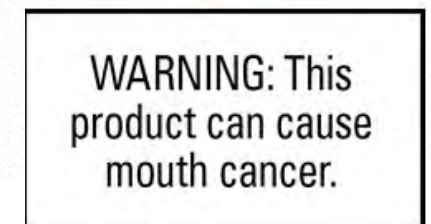
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Ongoing Email: Welcome (No Coupon)

5-12-23 - current

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Discreet no-spit upper lip pouches
Made with four simple ingredients

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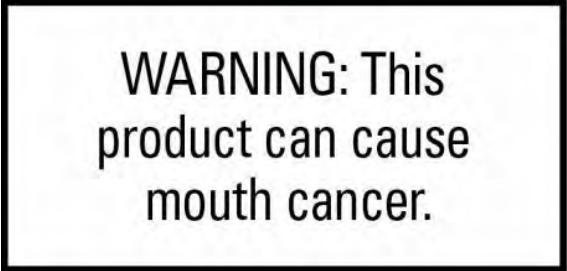
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Ongoing Email: Anniversary

5-12-23 - current




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GENERAL SNUS DIRECT MAIL

3-27-23 - current

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

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3-27-23 - current

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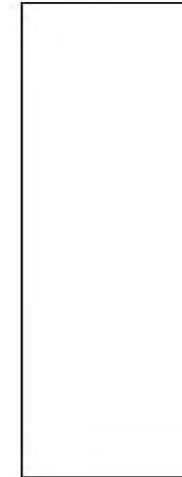
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3-27-23 - current



INSIDE



3-27-23 - current

Pinkerton Tobacco Co. LP
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OUTSIDE

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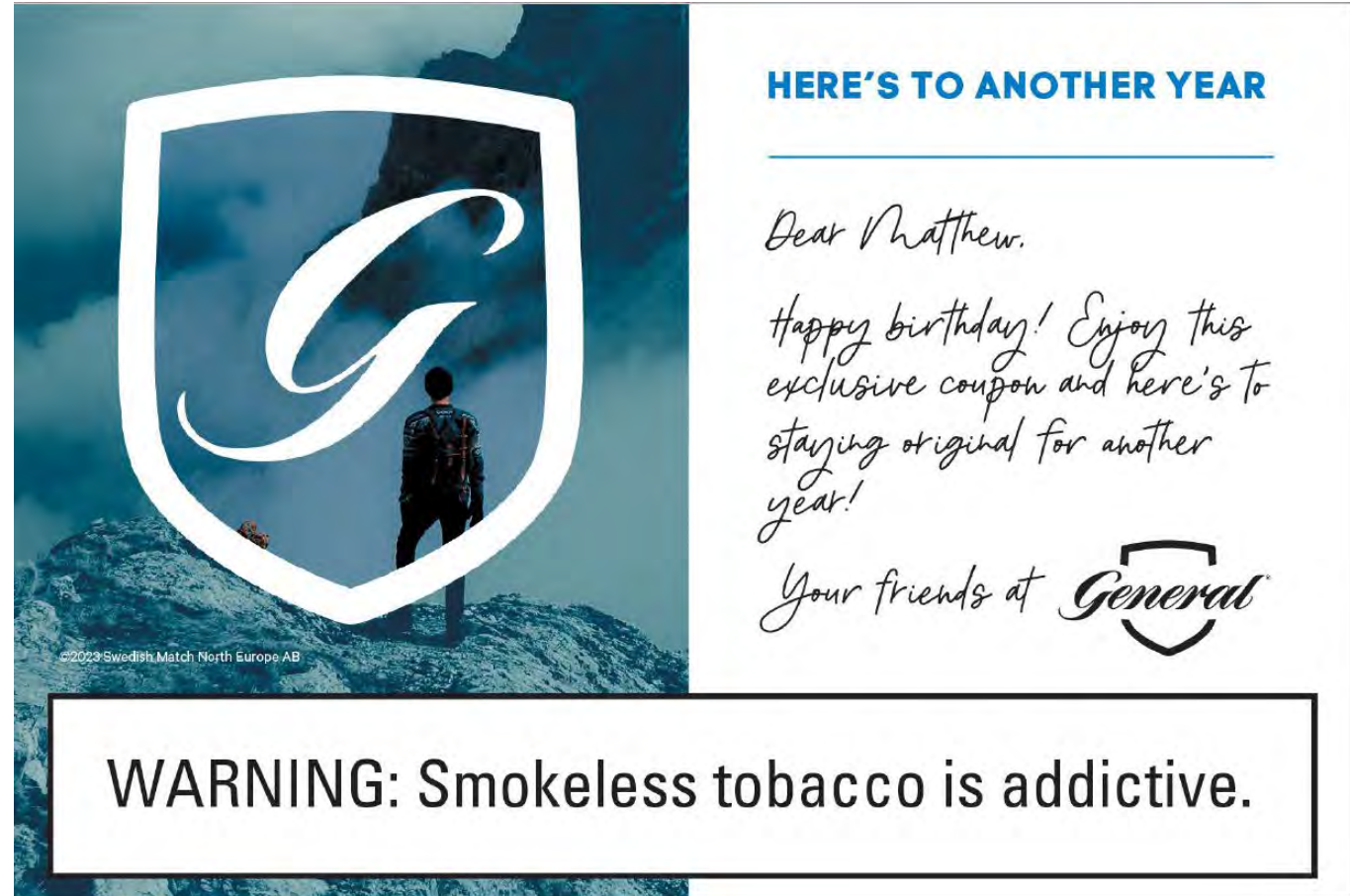
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3-27-23 - current

INSIDE



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 **General**

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3-27-23 - current

OUTSIDE

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*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.



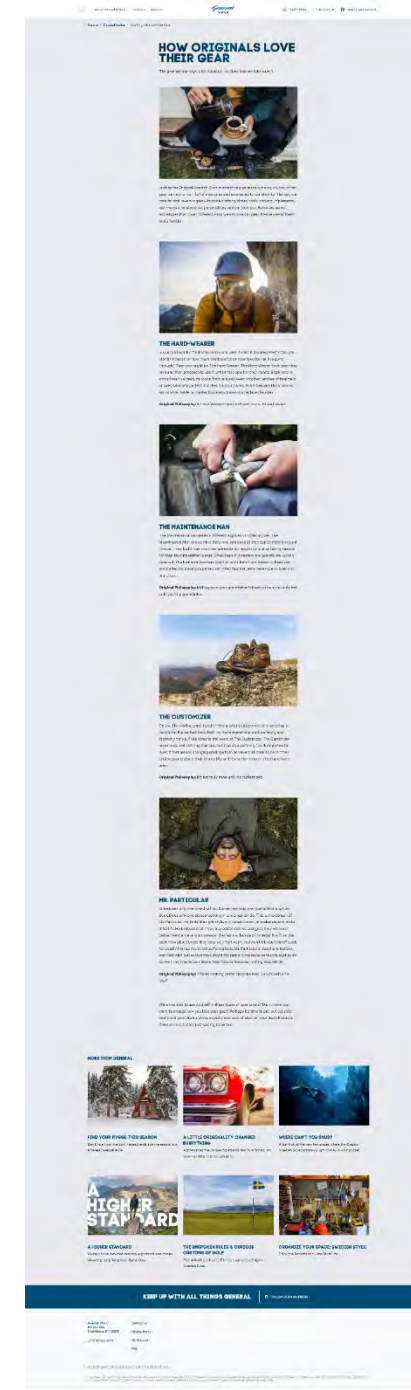
Just as the Original Swedish Snus is something we make our own, so, too, is the gear we hold on to—full of memories and connected to our identity. The way we care for and love our gear—favorite clothing, shoes, tools, cooking implements, etc.—says a lot about our personalities and our journeys. Below 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.



WARNING: This product can cause mouth cancer.

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.

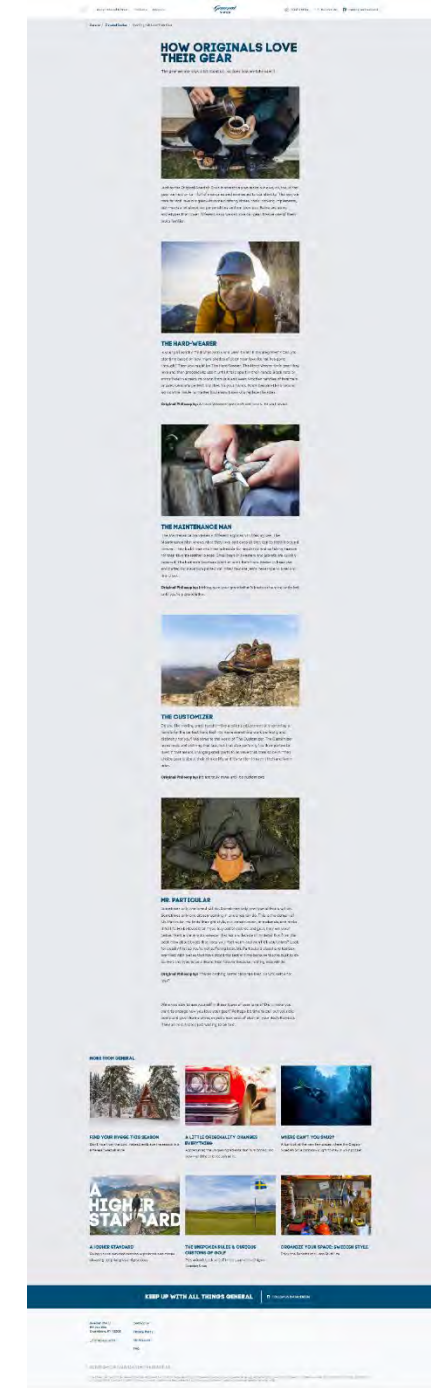
Original Philosophy: Making sure your grandfather's boots or hunting knife last until you're a grandfather.



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.



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 humidor. 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.



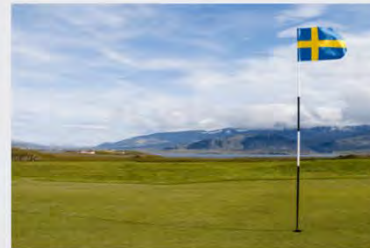
WHERE CAN'T YOU SNUS?

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

The gear you love is also the gear you love to use. (It's a little bit of a paradox.)



When it comes to gear, Originals are a little bit different. They don't just own gear, they love it. They love the way it feels, the way it looks, the way it works. They love the way it makes them feel. They love the way it makes them feel like they're part of something special.



THE HARD-WEAR

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ALL ABOUT ALLEMANSRÄTTEN

A close-up, low-angle shot of a person's feet wearing brown suede boots with black soles, stepping on a mossy rock in a forest. The boots have a distinctive black sole with a white stripe. The person is wearing blue jeans. The background is a blurred forest floor with green moss and brown leaves.

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.

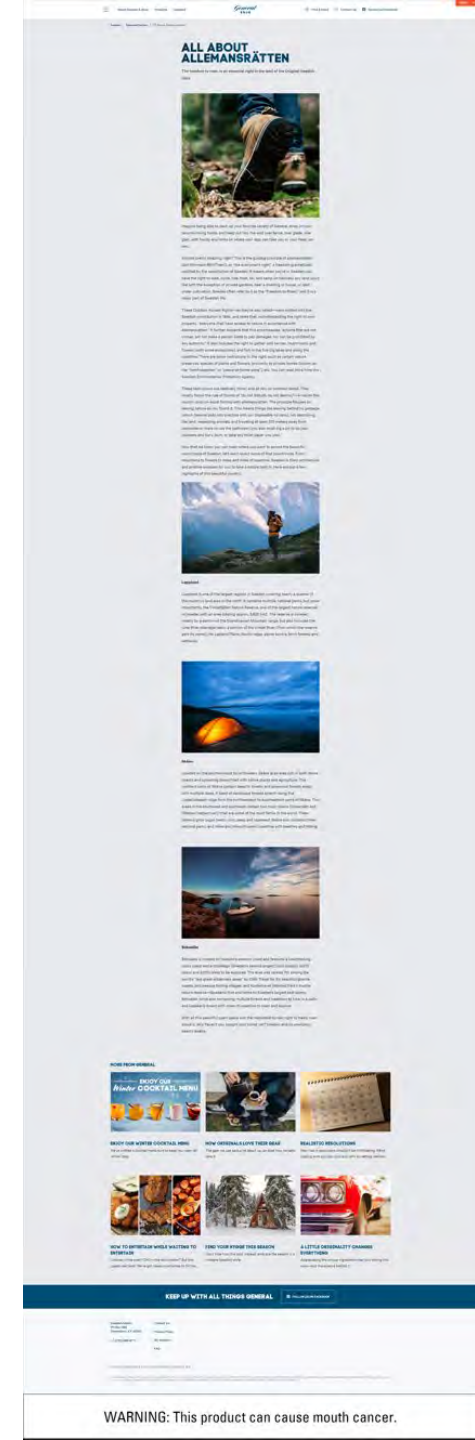
These Outdoor Access Rights—as they're also called—were written into the Swedish constitution in 1994, and state that, notwithstanding the right to own property, “everyone shall have access to nature in accordance with *allmansrätten*.” It further explains that this encompasses “actions that are not 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](#).

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 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

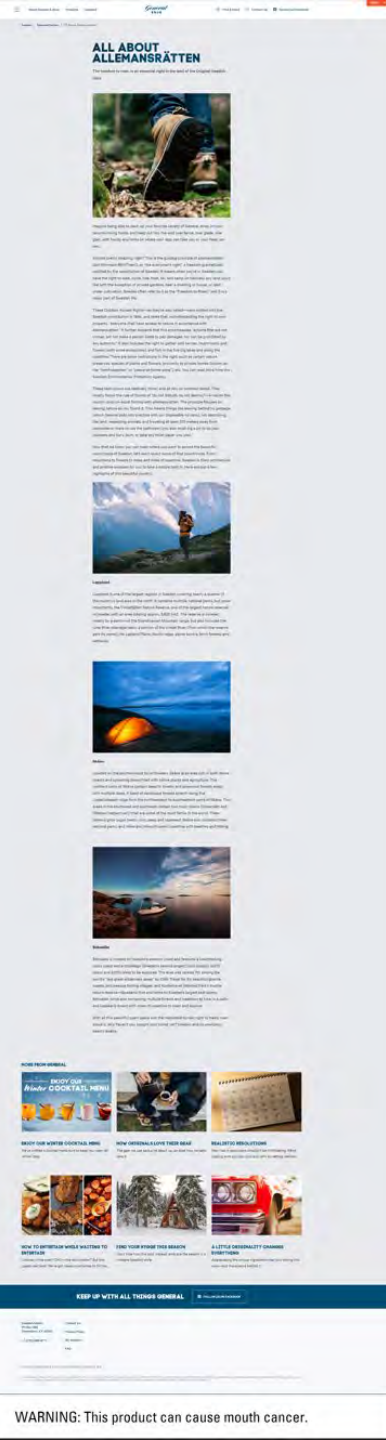
Located on the southernmost tip of Sweden, Skåne is an area rich in both dense forests and sprawling plains filled with native plants and agriculture. The northern parts of Skåne contain deep fir forests and pinewood forests along with multiple lakes. A band of deciduous forests stretch along the Linderödsåsen 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 it's 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

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A LITTLE ORIGINALITY CHANGES EVERYTHING

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

ALL ABOUT ALLEMANSRÄTTEN



There's nothing more beautiful than the view of the Swedish landscape. The Allemansrätten, or right of public access, is a unique part of Swedish culture. It allows anyone to roam freely in the countryside, as long as they respect the environment and other people's privacy. This right is a cornerstone of Swedish outdoor life, and it's one that we're proud to uphold. Whether you're a hiker, a runner, or just someone who enjoys a quiet walk in nature, the Allemansrätten is there for you. It's a reminder that we all have a responsibility to take care of the land we love, and that we can all enjoy it in our own way. So next time you're out in the woods, remember to take a moment to appreciate the beauty around you, and to do your part to keep it that way.



Sweden is a country of natural beauty, and the Allemansrätten is a key part of that. It's a right that has been passed down for generations, and it's one that we're proud to continue. It's a reminder that we all have a responsibility to take care of the land we love, and that we can all enjoy it in our own way. So next time you're out in the woods, remember to take a moment to appreciate the beauty around you, and to do your part to keep it that way.



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KEEP UP WITH ALL THINGS GENERAL

WARNING: This product can cause mouth cancer.

4-4-23 - current

SELF-IMPROVEMENT FOR ORIGINALS

Maverick hacks the world didn't see coming



If General Snus is your elevated tobacco experience, chances are you go your own way with a lot of things. Including ways to improve your life, get fit, unplug after a hard work week, and raise your overall game. Below are some tips that toss aside the usual self-help book jargon and get to the core of how you can find calm and clarity each day.

FINDING "YOU TIME"

Some days it feels like from sunrise to sunset our brains are filled with noise. From the commute to work to home life, there are so many things that pull our attention in different ways—except towards ourselves. This constant feeling of on-the-go can take its toll. Experts say that uninterrupted “me” time can help our active brains take a breath and calm down. They help with stress relief, quality of sleep, mood control, and living in the moment.

The number one tip in creating time is simply learning to say no. Most everything in our lives can wait for ten minutes. Tell your family or co-workers that you'll get back to them. Put your phone on silent and remove other distractions. Then you can close your eyes and take some deep breaths. That's all you need. Even that little bit of an escape every day or every other day can do wonders. Build it into your calendar if you are able. Block chunks of time and use it to purposefully unplug. Take a walk, do some stretching, do a quick workout, or just simply sit and zone out. It may seem too simple, but it's effective.

[illegible]

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?



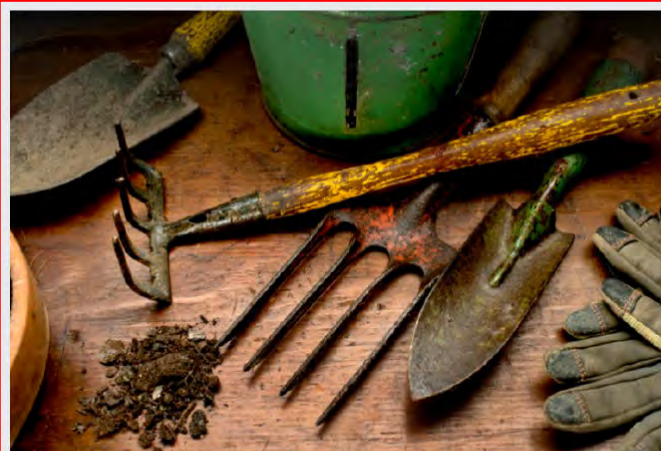
5-9-23 - current

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.

[illegible]

MAINTAINING YOUR GARDEN

into the young adult group, identifying and representing their views during consultation, and your project's aims, such as providing insight into the wider world and their experiences of health and care.

POURER WATERING

Note: We do not have a separate list for our most difficult questions or long-poll, not sure, just usually come. A good tip: often ask the fellow sitting up next to you about it. www.2200.com

FLIGHT MAINTENANCE

Feeding Start from back to front of *odontaspina* moving forward in a zig-zag. Examine the top of a tooth to make sure you're not damaging it.

Feed Use pinworms (using new females) several times a week, unless *odontaspina* are becoming very large and mature.

Isolating A good technique would be to use pinworms and separate them by the period of time and where they were taken. Using a very tiny hole in the glass of your jar.

PEST PROTECTION

Abstract This research was designed to explore the impact of the interaction of the following variables on the use of the Internet by students: (a) the type of institution, (b) the type of program, (c) the type of faculty, and (d) the type of student. The results of the study indicate that the use of the Internet is significantly higher for students in private institutions than in public institutions, for students in graduate programs than in undergraduate programs, for faculty with a master's degree than for faculty with a bachelor's degree, and for students with a master's degree than for students with a bachelor's degree.



CHS-AS & CHS-12

OPP-BRANCH TIPS

Once you're familiar with the materials and process, you'll realize that there's a lot of room for creative expression. Here are some tips to help you get the most out of your work:

- **Experiment with color.** Don't be afraid to use bright, bold colors. The more you experiment, the more you'll learn about the capabilities of the materials.
- **Use a variety of techniques.** Don't just stick to one technique. Try different methods to see what works best for you.
- **Be patient.** It can take a while to get the hang of the process, so don't get discouraged if you don't see results right away.
- **Have fun!** This is a creative process, so make sure you're enjoying it. If you're not having fun, you're not going to get the most out of it.

[illegible]

**REASONAL GARDEN CHECK-LIST (VIA
GLITCH2424)**

STREET GARDENING TOWARDS

- Leafy plants
- Native plants
- Perennials
- Use of mulch (e.g. straw, bark, etc.)

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- [Self-hosting guide](#) (11 slides)
- [How to use the service to help yourself](#)
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WINTER GAMES REFERENCE

Thompson, J. (1990). *Thompson's*.
Thompson's (1990) *Thompson's*.
Thompson's (1990) *Thompson's*.



100



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:

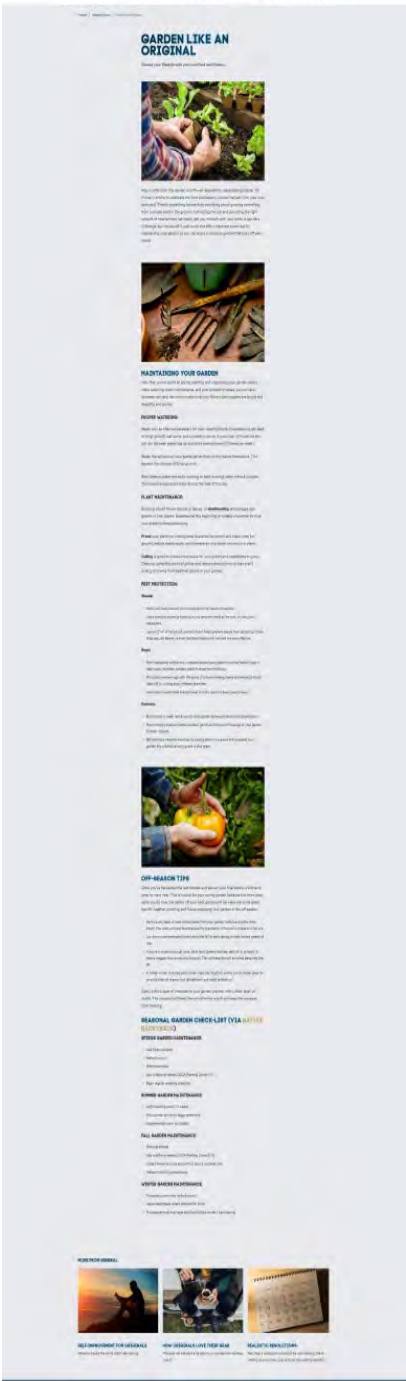
- Plant your beds densely to minimize space for weeds to develop.
- Use a weeding trowel to make sure you remove weeds at the root, so they can't repopulate.
- Lay out 2"-4" of hardwood, undyed mulch helps prevent weeds from sprouting. Grass clippings, old leaves, or even cardboard also work well and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



A close-up photograph showing a person's hands, wearing a blue and white plaid shirt, gently holding two ripe, orange-red tomatoes. The tomatoes are still attached to their green vine and leaves. The background is a soft-focus garden setting with more green foliage.


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.

- 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.


- 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



How to grow like the world's best gardeners. It's not about the tools or the techniques, it's about the mindset. The best gardeners are the ones who are patient, who are willing to wait for their plants to grow, and who are willing to learn from their mistakes. They are the ones who are willing to take the time to care for their plants, and who are willing to share their knowledge with others.



MAINTAINING YOUR GARDEN

How to keep your garden looking its best. The key is to keep it clean and free of weeds. Weeds are the enemy of your garden, and they can quickly take over if you don't keep them under control. The best way to keep your garden looking its best is to pull weeds regularly, and to keep the soil moist.

PLANT SELECTION


How to choose the right plants for your garden. The key is to choose plants that are native to your area. Native plants are the best choice for your garden because they are adapted to the local climate and soil. They are also the best choice for your garden because they are the most likely to attract local wildlife.

PLANT MAINTENANCE

How to keep your plants healthy. The key is to water them regularly. Most plants need about an inch of water per week. If you don't have time to water your plants, you can use a watering can or a hose with a watering nozzle. You can also use a timer to water your plants automatically.

PLANT PROTECTION

How to keep your plants safe from pests. The key is to use natural pest control methods. There are many natural ways to keep your plants safe from pests, such as using neem oil or diatomaceous earth. You can also use traps to catch pests, or you can use predators to eat the pests.



OUR GARDEN TOPIRE

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REALISTIC GARDEN CARE LIST (VIA LIA)

PLANT SELECTION


- Choose native plants
- Choose plants that are adapted to the local climate and soil
- Choose plants that are the most likely to attract local wildlife


PLANT MAINTENANCE


- Water plants regularly
- Use natural pest control methods
- Use traps to catch pests
- Use predators to eat the pests

PLANT PROTECTION

- Use natural pest control methods
- Use traps to catch pests
- Use predators to eat the pests

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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.



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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.



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CAMP CHAIRS

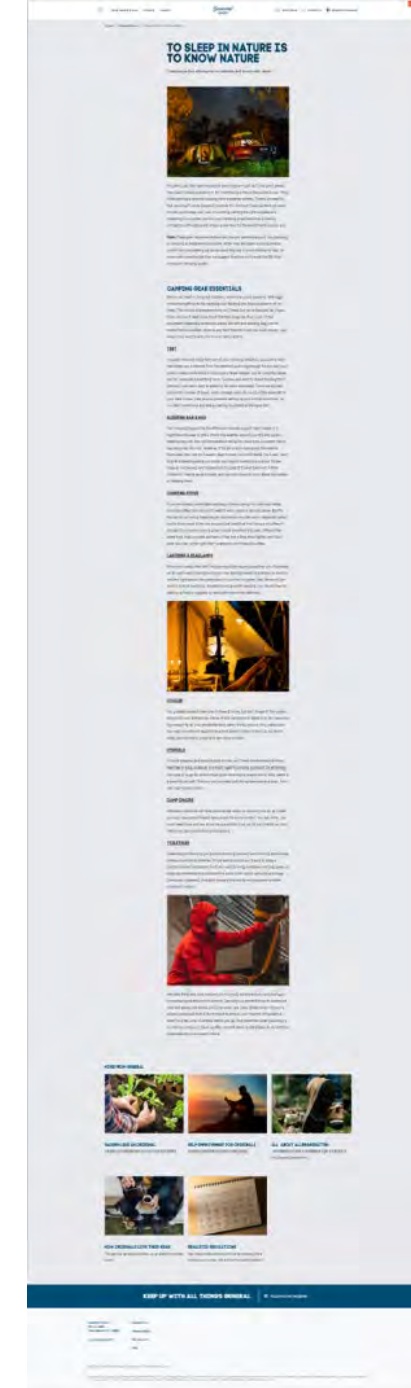
Not every camp site will have picnic tables, rocks, or stumps to sit on, so make sure you have some foldable camp chairs for extra comfort. You may think you won't need them and can sit on the ground but trust us: it's only fine for so long before you get a numb butt and sore back.

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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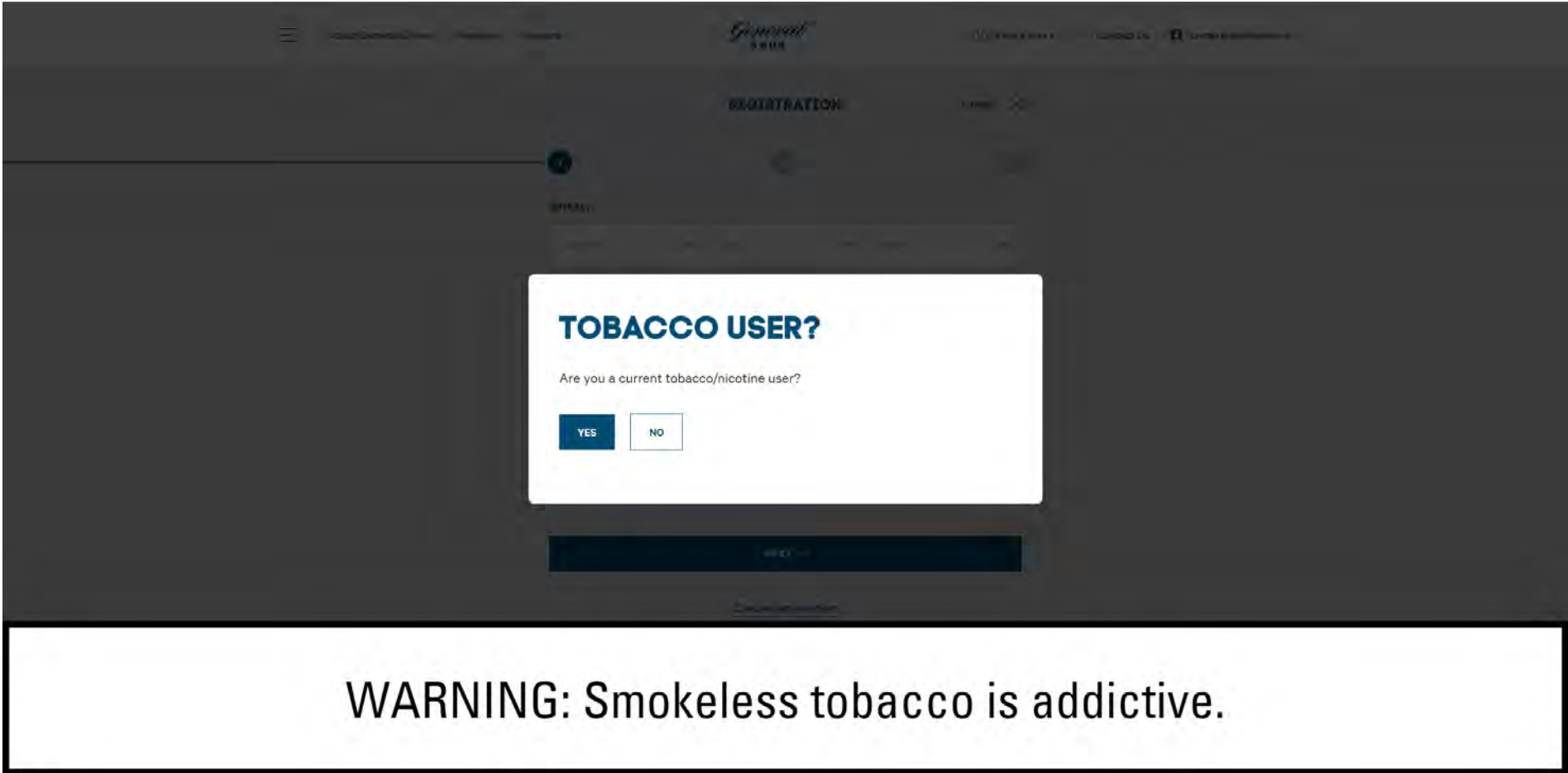


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