

# SWAP THE SMOKE FOR MORE FREEDOM & LESS RISK



## NO SMOKE = LESS RISK



Smokers who **switch completely** from cigarettes to Camel SNUS can significantly reduce their risk of lung cancer, oral cancer, respiratory disease, and heart disease.



Scientific studies have shown that Camel SNUS contains fewer carcinogens than cigarette smoke.



Camel SNUS is smoke-free, so there are no secondhand smoke risks for those around you

## NO TOBACCO PRODUCT IS SAFE

- However, smokers who use Camel SNUS instead of cigarettes can significantly reduce their health risks from smoking.
- Like all tobacco products, Camel SNUS contains nicotine and is addictive.
- Adults who do not use or have quit using tobacco products should not start. Minors and pregnant women should never use tobacco products.
- If you're a smoker concerned about the health risks from smoking, the best choice is to quit. A good place to begin is talking with a healthcare provider.
- But if you're not going to quit using tobacco products, you should think about switching to Camel SNUS.

DISCOVER MORE @ [SNUSNATION.COM](http://SNUSNATION.COM)\*

SNUS

# WARNING: Smokeless tobacco is addictive.

Your Personal ID is: #CSN\_PID#

Log on with your Personal ID and Password. If you don't have your Password, [click here](#).

\*WEBSITE & OFFERS RESTRICTED TO AGE 21+ TOBACCO CONSUMERS

IMPORTANT: To ensure you will receive e-mail communications from R.J. Reynolds Tobacco Co. please [ADD US TO YOUR ADDRESS BOOK](#)

Do not respond by clicking Reply. Your e-mail will not be delivered.

This e-mail is being sent to you, #CSN\_FirstName# #CSN\_LastName#, since we have confirmed that you are an age 21+ tobacco consumer and you indicated you wanted to receive e-mail communications from R.J. Reynolds Tobacco Co.'s tobacco brands. It is intended for the addressee only and should not be forwarded.

P. S. We hope you enjoyed receiving this message. If you want to change your e-mail address logon to [snusnation.com](http://snusnation.com) and go to "My Camel" and update your information. If you do not want to receive future e-mails from R.J. Reynolds Tobacco Co. (this will not affect offers sent to you from R.J. Reynolds Tobacco Co. through regular U.S. mail) [Click here](#), or call 1-800-334-8157.

#CSN\_PID# #CSN\_SiteName\_Mfid#  
#CSN\_FirstName# #CSN\_LastName#  
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