

NO SMOKE  
LESS  
RISK  
CHOOSE  
SNUS



SNUS

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cause mouth cancer.**

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## WHAT IS CAMEL SNUS?

- Camel SNUS (rhymes with "moose") is finely ground premium tobacco in a soft fleece pouch.
- Like all tobacco products, Camel SNUS contains nicotine and is addictive.

## HOW IS IT DIFFERENT?

- Many smokeless tobacco products, like dip and chew, are fermented loose tobacco.
- Sure, they're smoke-free, but they can get messy and require spitting.
- Snus is different. It's smoke-free, mess-free and spit-free.
- Camel SNUS is heat-treated, not fermented, and crafted with four main ingredients: tobacco, water, salt and flavoring.

## HOW DO I USE IT?

- Slide a pouch under your upper lip.
- Taste the real, premium tobacco.
- Dispose of the pouch in the trash when you are finished.
- **Switch completely** from cigarettes to Camel SNUS.

### 4 SIMPLE MAIN INGREDIENTS



Regular Large



5 FLAVORS



CUSTOMIZE YOUR ENJOYMENT WITH UP TO **30 MINUTES** OF FLAVOR PER POUCH



## NO SMOKE = LESS RISK



Smokers who **SWITCH COMPLETELY** from cigarettes to Camel SNUS can greatly reduce their risk of lung cancer and respiratory disease.



Scientific studies have shown that Camel SNUS contains less of the harmful chemicals than cigarette smoke.



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

## I'M A SMOKER. WHY SHOULD I SWITCH?

### Switching to SNUS means...

- Less of the harmful chemicals found in cigarette smoke
- Less risk for you and those around you
- No lingering smoke smell
- Hassle-free tobacco



DISCOVER MORE @ SNUSNATION.COM\*

## NO TOBACCO PRODUCT IS SAFE

- 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.

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\*WEBSITE RESTRICTED TO AGE 21+ TOBACCO CONSUMERS