

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

### No smoke means...

- No hassle
- No lingering smoke smell
- More freedom
- Fewer carcinogens
- Less risk for you and those around you



SNUS

WARNING:  
Smokeless tobacco  
is addictive.



DISCOVER MORE  
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V2014

SWAP  
THE SMOKE FOR  
MORE  
FREEDOM  
& LESS  
RISK



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## 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.
- But if you're not going to quit using tobacco products, you should think about switching to Camel SNUS.

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