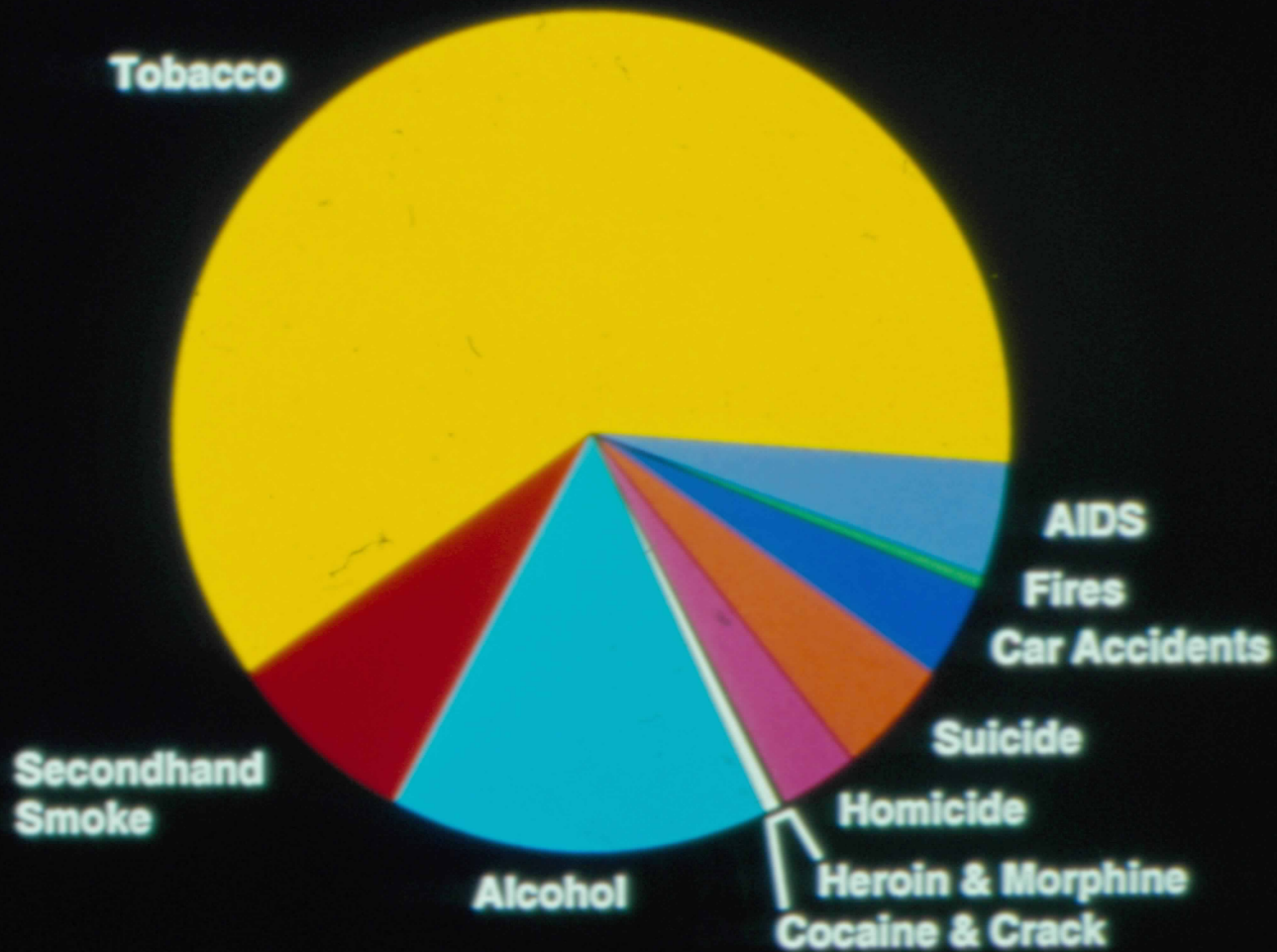


Causes of Death

Tobacco vs. Other



NAME YOUR POISON

POLONIUM 210
(NUCLEAR WASTE)

N-NITROSAMINES
(CANCER-CAUSING AGENTS)

ACETALDEHYDE
(IRRITANT)

URANIUM 235
(USED IN NUCLEAR WEAPONS)

LEAD
(NERVE POISON)

CADMIUM
(USED IN CAR BATTERIES)

NICOTINE
(ADDICTIVE DRUG)

FORMALDEHYDE
(EMBALMING FLUID)

BENZOPYRENE
(CANCER-CAUSING AGENT)



Limits in Consumer Products

Bacon*	5 ppb
Beer+	5 ppb

Range in Snuff Products

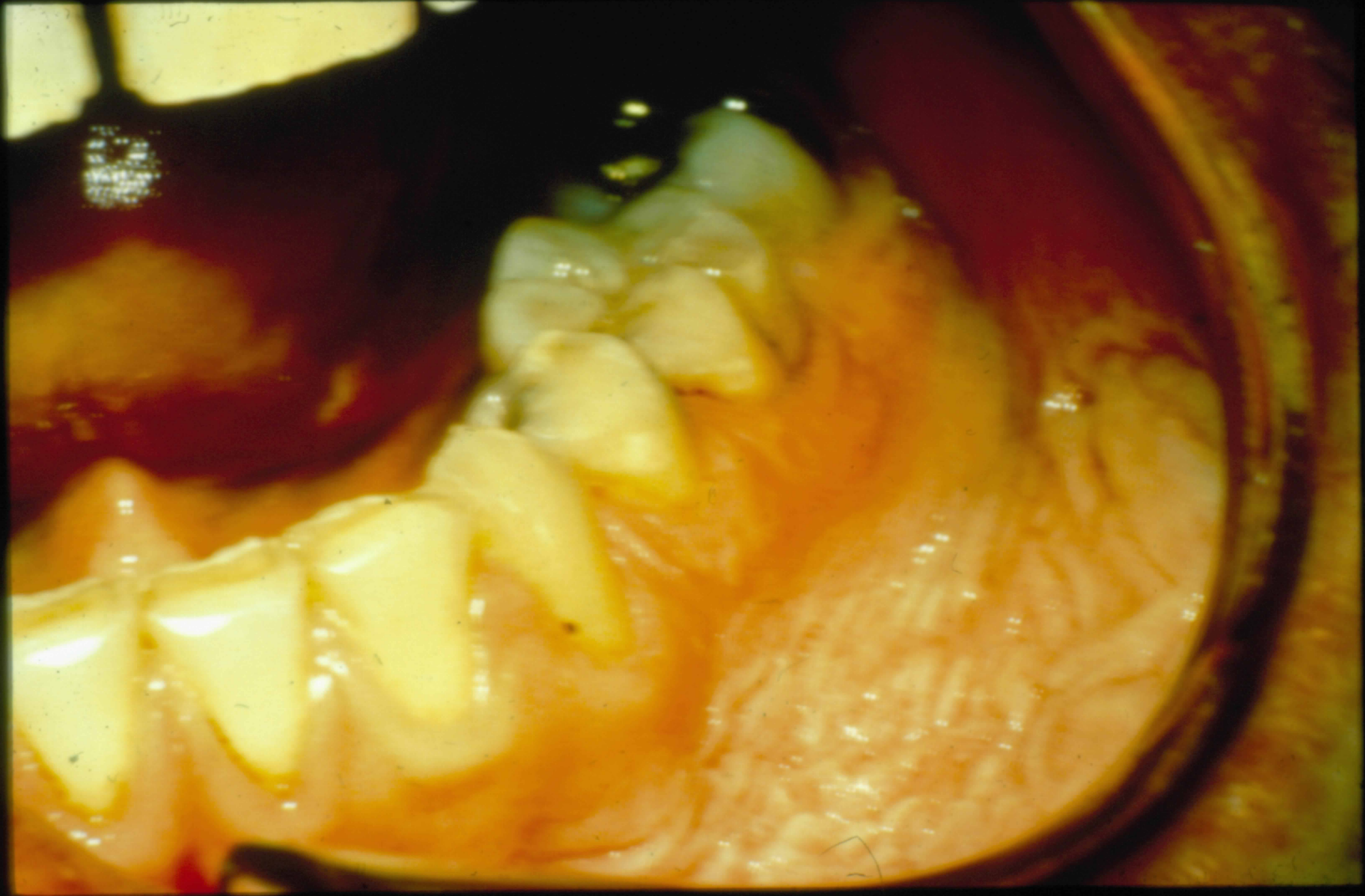
5 Brands**	3,300-215,000 ppb
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*USDA, 1978

+FDA, 1980

** 1984/85



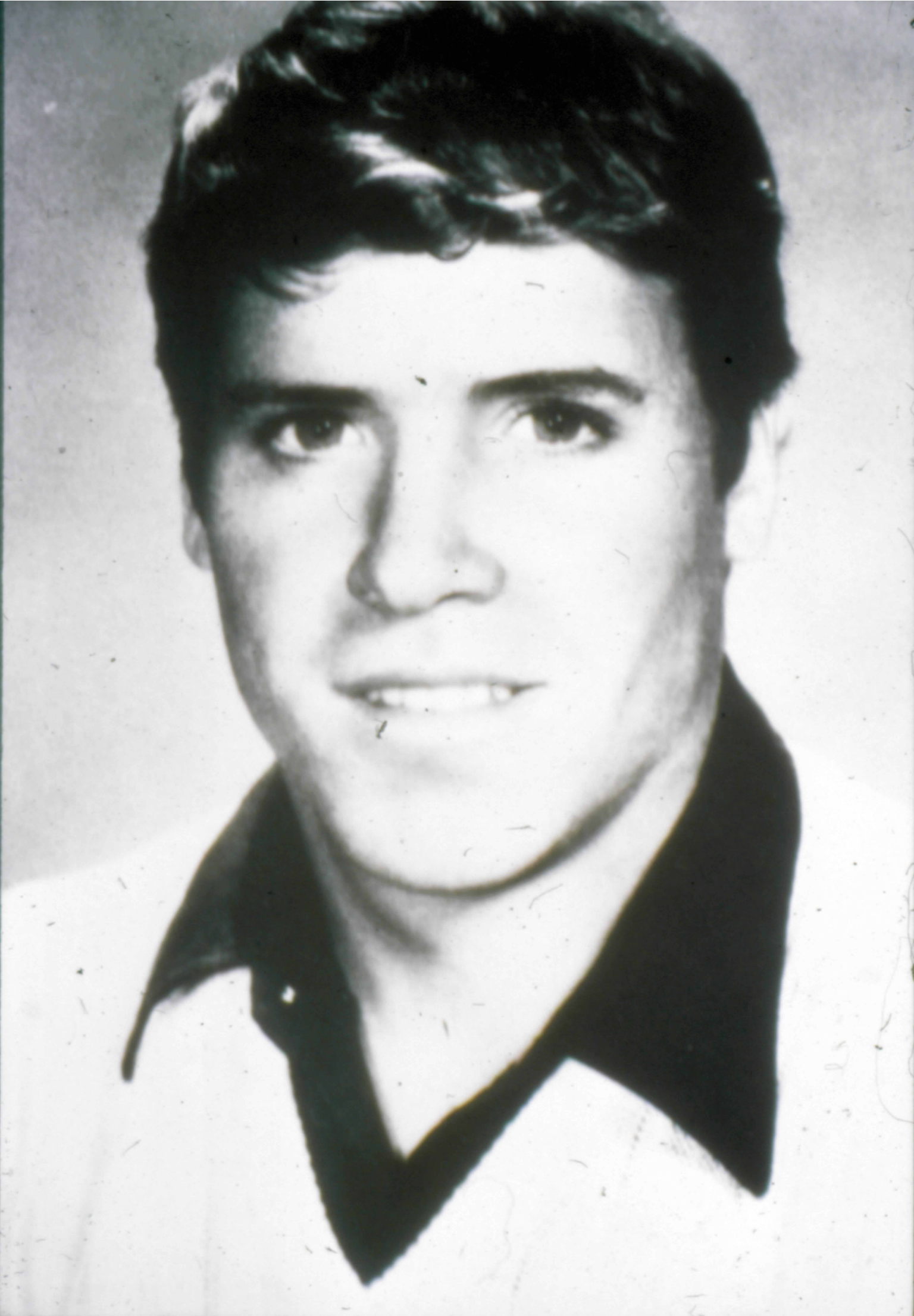














DEPENDENCE

The body becomes accustomed to the presence of the substance and is altered in such a way that it needs that substance in order to function normally

TOLERANCE

The need to take in increasingly larger doses of a drug in order to obtain a given physiologic effect

	% Unprotonated Nicotine
Copenhagen	57
Skoal Fine Cut	29
Skoal Long Cut (varying brands)	22
Skoal Bandits	.3

Source: American Health Foundation 1984

At home
out here.™


WARNING:

THIS PRODUCT
MAY CAUSE
MOUTH CANCER

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NOT FOR SALE TO MINORS
U.S. TOBACCO COMPANY

SKOAL





Y 180