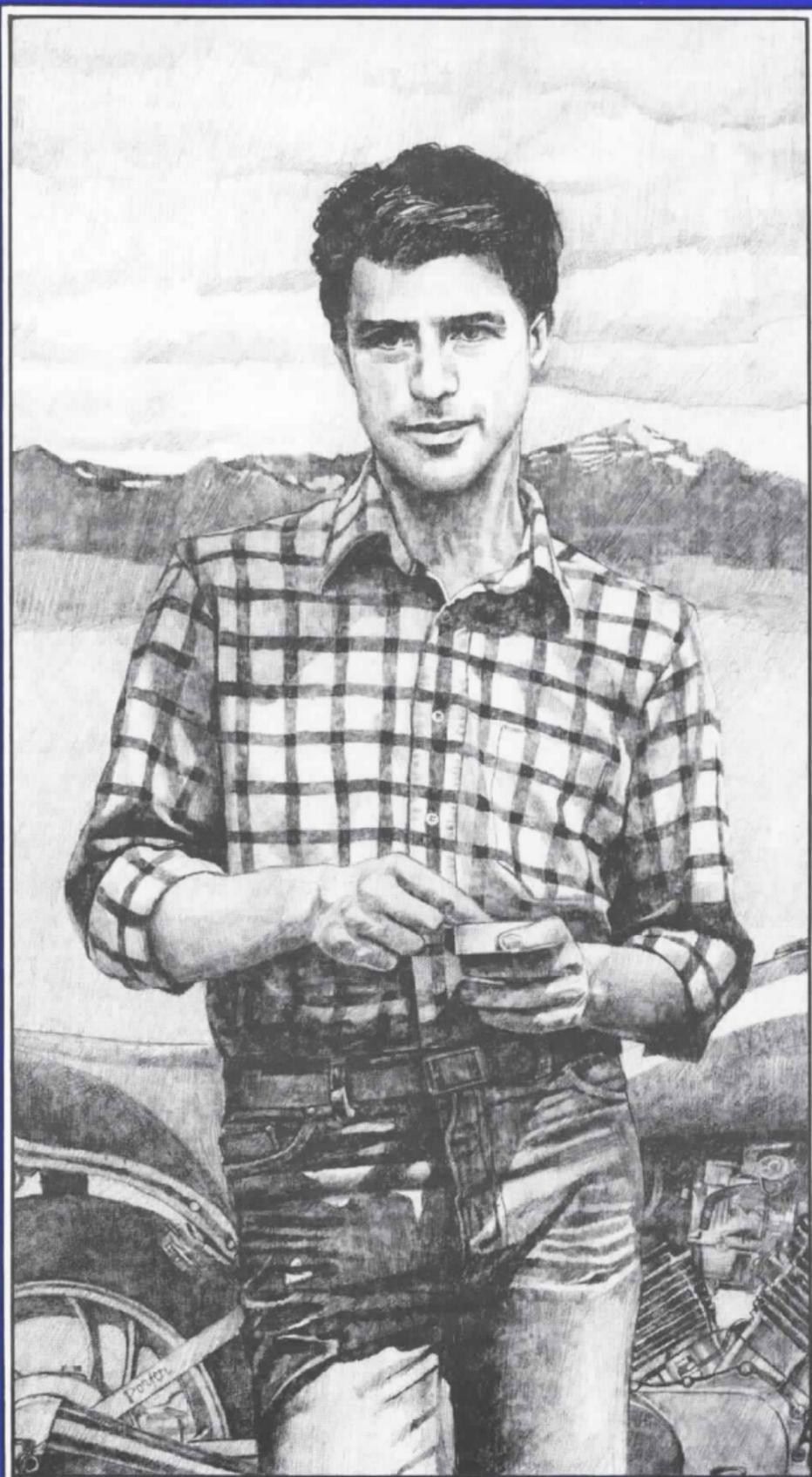
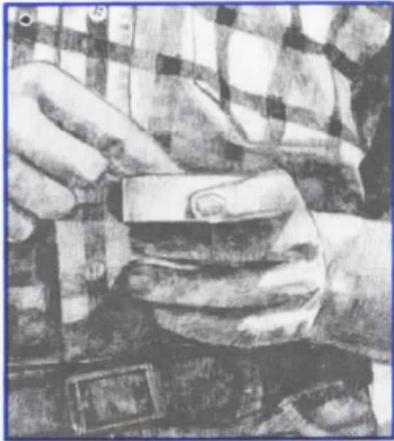


**DON'T BITE OFF
MORE THAN YOU
SHOULD CHEW**





IS EVERYTHING THAT LOOKS GOOD ON TV OR IN MAGAZINE ADVERTISEMENTS GOOD FOR YOU?

You see ads for chewing and dipping smokeless tobacco on television and in magazines. They hope to make you think there's something new to replace cigarettes.

They try to make it look good, but what you see in the ads isn't the whole picture. We'd like you to take a closer look at the act of chewing and dipping!

- Chewing calls for a golf ball-size wad or quid of tobacco to be placed in the pouch of the cheek and sucked. Just think how it looks with a wad that size in your mouth, and the spitting that goes with getting rid of it.
- Dipping is the process of placing a pinch of tobacco (snuff) between the lower lip and teeth where it stimulates the flow of saliva and mixes with it. The saliva must either be swallowed or spat out frequently.

As repulsive as spitting is, smokeless tobacco use seems to be increasing at an alarming rate among young males. Besides the ads, there are attractive young men and women handing out free samples to try to "get you started." In high schools and even grade schools, some young boys have "bought" the message.

After all, if a few well-known people are doing it, isn't chewing and dipping socially acceptable and safe?



**THE
IMPLICATION
IS THAT
SMOKELESS
TOBACCO IS
SAFE;
IT'S NOT.**

Smokeless tobacco doesn't carry the health hazard warning that cigarettes do, but it should. It's tobacco just the same and is habit-forming. The nicotine in it lifts you up first...then lets you down. That high-low effect on your nervous system sets you up for continued need. That's what the ads are really doing—trying to get you hooked.

But that's not all. Habitual use of chewing tobacco and snuff means you face other health hazards:

- Leukoplakia, leathery white patches inside the mouth that are the result of direct contact with, and continued irritation by, tobacco juice. Approximately 5 percent of diagnosed cases develop into oral cancer.
- Less sense of taste and the ability to smell. The result: more need to salt and sugar food, both of which are unhealthy if used a lot.
- Dental problems such as receding gums, greater wear and tear on tooth enamel and more tooth decay. And, like most tobacco users, more bad breath and discolored teeth.



**DO YOU STILL
WANT TO BE A
FOLLOWER?**

We hope not. Selling you on using smokeless tobacco is good business. Ads never discuss the health risk or social issues. It's their job to make chewing and dipping appealing. We've given you some facts. Only you have the ability to judge what is really good for you... to make a choice. You can follow the lead of those paid to be on TV and in print ads. Or, you can consider the consequences of chewing and dipping. And put your health first.



FOR MORE INFORMATION
CALL THE AMERICAN CANCER SOCIETY
TOLL FREE: 1-800-ACS-2345

