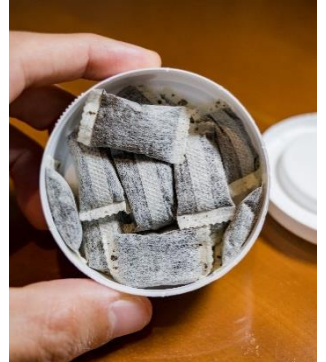


WHAT IS SNUS?

- Snus contains tobacco.* It is usually used in a pouch that is placed between the gum and lip, allowing nicotine to be absorbed.
- Tobacco companies produce several brands. It is illegal to sell snus in New Zealand, however people may import snus for their personal use. The Government has proposed making it legal to sell snus in New Zealand.



Snus pouches

ARE THERE ANY RISKS?

- The nicotine in snus is addictive.
- Snus is associated with increased cancer risk (e.g. oesophageal and pancreatic cancer) and oral health problems. However, it is likely to be less physically harmful than cigarettes. ^{1, 2, 3}
- There is potential for snus to be used by people who do not smoke, especially as snus is marketed on youth-oriented social media platforms (e.g. TikTok and Instagram).

CAN SNUS BE USED TO HELP PEOPLE QUIT SMOKING?

- Currently, the evidence for the efficacy of snus as a smoking cessation aid is mixed. A recent 2023 review concluded that evidence supporting snus as a smoking cessation aid was ‘weak’: ⁴
 - Meta-analysis of randomised controlled trials that found snus did not increase smoking cessation compared with control conditions (placebo or no product, Risk ratio (RR) 1.33 [95% CI 0.71 to 2.47]) or nicotine replacement therapy (RR 0.62 [95% CI 0.27 to 1.41]).
 - Meta-analysis of longitudinal data from observational studies that found snus use was associated with an increased likelihood of smoking cessation (RR 1.38 [95% CI 1.05 to 1.82]). However, the studies included were at high risk of bias.
- Evidence for other smoking cessation products is much stronger, for example data from over 100 trials support the effectiveness of Medsafe-approved nicotine replacement therapy (also known as NRT), such as gums and lozenges. ^{5,6}

*This Snapshot focusses on traditional snus, which contains tobacco. Some tobacco-free oral products have recently started to be marketed as snus e.g. “white snus”, which may cause confusion for consumers. For information on tobacco-free oral nicotine products, please refer to our separate Snapshot.

NEED MORE
INFORMATION?
See the links and
references
on page 2

LINKS TO MORE DETAILED INFORMATION

More information on **the composition of snus** can be found [here](#) or by using the QR code below.



More information on **youth-oriented marketing of nicotine products** can be found [here](#) or by using the QR code below.



More information on the **evidence for snus as a cessation aid** can be found [here](#) or by using the QR code below.



You are also welcome to contact us at ASPIRE.Aotearoa@otago.ac.nz with any questions.

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