

DISSOLVABLE TOBACCO

Orbs, Strips, and Sticks.... Oh My!

Dissolvable tobacco products were released by R.J. Reynolds under the Camel brand in select markets in 2009. The **orb**, an aspirin-sized tablet, is placed on the tongue or between the cheek and gums. **Strips** are small filmy strips that look like breath strips and are placed on the tongue. **Sticks** are toothpick sized sticks that can be placed in the mouth like a toothpick or broken up and put between the cheek and gum. These products take anywhere from three to fifteen minutes to dissolve. They contain .6mg (strip) to 3.1mg (orb) of nicotine. Smokers typically take in about 1mg to 2mg of nicotine per cigarette.

Camel's products are newer and more marketed, yet there are two types of dissolvable tobacco tablets (called cigaletts) that have been on the market for since 2003: Ariva (1.5mg of nicotine) and Stonewall (4mg of nicotine).

None of these products

should be used for quitting tobacco use, nor should they be used as nicotine replacement.

While we are unsure just *how* harmful these products can be, we do know that tobacco juices cause cancers of the throat, voice box, stomach, and pancreas. Also, FDA-banned food and cigarette additives have been found in the dissolvable products.

Using these products may result in swallowing more nicotine than wanted. This could lead to nicotine poisoning. Signs of nicotine poisoning include shakes, nausea, vomiting, agitation, and in extreme cases: seizures, coma, and death. The high amount of nicotine, candy-likeness of the products, and easy use could be deadly in both adults and children. Users may be tempted to take more than one tablet at one time, like they would with breath



mint.

Having these products in a home with children is of great concern. In 2007 alone, the American Association of Poison Control Centers reported nearly 7,500 single tobacco exposures. Most of these were by children under six years of age and were not meant to happen.

With the candy look of the tablets and the tobacco strips' similarity to breath strips, children may think the products are candy and are more likely to try them without parent knowledge.

Even very small amounts of nicotine can be toxic to children causing severe illness or even death.

