

The following pages provide high resolution images of the stimuli that were used in the following report dated January 23, 2015:

**Camel SNUS Modified Risk Messaging:  
Comprehension and Perceptions among Tobacco Users and Non-Users**

**SWAP**  
**THE SMOKE FOR**  
**MORE**  
**FREEDOM**  
**& LESS**  
**RISK**



SNUS

**WARNING: Smokeless  
tobacco is addictive.**

# CAMEL

## WHAT IS CAMEL SNUS?

- Camel SNUS (rhymes with "moose") is finely ground premium tobacco in a soft fleece pouch.
- Like all tobacco products, Camel SNUS contains nicotine and is addictive.

## HOW IS IT DIFFERENT?

- Many smokeless tobacco products, like dip and chew, are fermented loose tobacco.
- Sure, they're smoke-free, but they can get messy and require spitting.
- Snus is different. It's smoke-free, mess-free and spit-free.
- Camel SNUS is heat-treated, not fermented, and crafted with four main ingredients: tobacco, water, salt and flavoring.

## HOW DO I USE IT?

- Smokers who use Camel SNUS **instead of** cigarettes can significantly reduce their health risks from smoking.
- Slide a pouch under your upper lip.
- Taste the real, premium tobacco.
- Dispose of the pouch in the trash when you are finished.

### 4 SIMPLE MAIN INGREDIENTS



Regular

Large



**2** POUCH SIZES  
(actual size)



**5** FLAVORS

**15** POUCHES PER TIN



CUSTOMIZE YOUR  
ENJOYMENT WITH UP TO  
**30 MINUTES**  
OF FLAVOR PER POUCH



SNUS

**WARNING: Smokeless tobacco is addictive.**



## 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

## 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



DISCOVER MORE @ [SNUSNATION.COM](http://SNUSNATION.COM)\*

## 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 products should not start. Minors and pregnant women should never use tobacco products.
- If you're a smoker concerned about the health risks from smoking, the best choice is to quit. A good place to begin is talking with a healthcare provider.
- But if you're not going to quit using tobacco products, you should think about switching to Camel SNUS.

\*WEBSITE RESTRICTED TO AGE 21+ TOBACCO CONSUMERS SNUS

**WARNING: Smokeless tobacco is addictive.**



CAMEL

**SWAP**  
THE SMOKE FOR  
**MORE**  
FREEDOM  
& **LESS**  
**RISK**



SNUS

**WARNING: This product  
can cause mouth cancer.**

# CAMEL

## WHAT IS CAMEL SNUS?

- Camel SNUS (rhymes with "moose") is finely ground premium tobacco in a soft fleece pouch.
- Like all tobacco products, Camel SNUS contains nicotine and is addictive.

## HOW IS IT DIFFERENT?

- Many smokeless tobacco products, like dip and chew, are fermented loose tobacco.
- Sure, they're smoke-free, but they can get messy and require spitting.
- Snus is different. It's smoke-free, mess-free and spit-free.
- Camel SNUS is heat-treated, not fermented, and crafted with four main ingredients: tobacco, water, salt and flavoring.

## HOW DO I USE IT?

- Smokers who use Camel SNUS instead of cigarettes can significantly reduce their health risks from smoking.
- Slide a pouch under your upper lip.
- Taste the real, premium tobacco.
- Dispose of the pouch in the trash when you are finished.

### 4 SIMPLE MAIN INGREDIENTS



### 5 FLAVORS



SNUS

**WARNING:** This product can cause mouth cancer.



## 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

## 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



DISCOVER MORE @ [SNUSNATION.COM](http://SNUSNATION.COM)\*

## 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 products should not start. Minors and pregnant women should never use tobacco products.
- If you're a smoker concerned about the health risks from smoking, the best choice is to quit. A good place to begin is talking with a healthcare provider.
- But if you're not going to quit using tobacco products, you should think about switching to Camel SNUS.

\*WEBSITE RESTRICTED TO AGE 21+ TOBACCO CONSUMERS SNUS

**WARNING: This product  
can cause mouth cancer.**



**SWAP**  
**THE SMOKE FOR**  
**MORE**  
**FREEDOM**  
**& LESS**  
**RISK**



SNUS

WARNING: This product is not a  
safe alternative to cigarettes.

# CAMEL

## WHAT IS CAMEL SNUS?

- Camel SNUS (rhymes with "moose") is finely ground premium tobacco in a soft fleece pouch.
- Like all tobacco products, Camel SNUS contains nicotine and is addictive.

## HOW IS IT DIFFERENT?

- Many smokeless tobacco products, like dip and chew, are fermented loose tobacco.
- Sure, they're smoke-free, but they can get messy and require spitting.
- Snus is different. It's smoke-free, mess-free and spit-free.
- Camel SNUS is heat-treated, not fermented, and crafted with four main ingredients: tobacco, water, salt and flavoring.

## HOW DO I USE IT?

- Smokers who use Camel SNUS instead of cigarettes can significantly reduce their health risks from smoking.
- Slide a pouch under your upper lip.
- Taste the real, premium tobacco.
- Dispose of the pouch in the trash when you are finished.

### 4 SIMPLE MAIN INGREDIENTS



### 5 FLAVORS



CUSTOMIZE YOUR  
ENJOYMENT WITH UP TO  
**30 MINUTES**  
OF FLAVOR PER POUCH



SNUS

**WARNING:** This product is not a safe alternative to cigarettes.



## 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

## 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



DISCOVER MORE @ [SNUSNATION.COM](http://SNUSNATION.COM)\*

## 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 products should not start. Minors and pregnant women should never use tobacco products.
- If you're a smoker concerned about the health risks from smoking, the best choice is to quit. A good place to begin is talking with a healthcare provider.
- But if you're not going to quit using tobacco products, you should think about switching to Camel SNUS.

\*WEBSITE RESTRICTED TO AGE 21+ TOBACCO CONSUMERS SNUS

**WARNING: This product is not a safe alternative to cigarettes.**



CAMEL

**SWAP**  
**THE SMOKE FOR**  
**MORE**  
**FREEDOM**  
**& LESS**  
**RISK**



SNUS

WARNING: This product can cause  
gum disease and tooth decay.

# CAMEL

## WHAT IS CAMEL SNUS?

- Camel SNUS (rhymes with "moose") is finely ground premium tobacco in a soft fleece pouch.
- Like all tobacco products, Camel SNUS contains nicotine and is addictive.

## HOW IS IT DIFFERENT?

- Many smokeless tobacco products, like dip and chew, are fermented loose tobacco.
- Sure, they're smoke-free, but they can get messy and require spitting.
- Snus is different. It's smoke-free, mess-free and spit-free.
- Camel SNUS is heat-treated, not fermented, and crafted with four main ingredients: tobacco, water, salt and flavoring.

## HOW DO I USE IT?

- Smokers who use Camel SNUS instead of cigarettes can significantly reduce their health risks from smoking.
- Slide a pouch under your upper lip.
- Taste the real, premium tobacco.
- Dispose of the pouch in the trash when you are finished.

### 4 SIMPLE MAIN INGREDIENTS



Regular

Large



**2** POUCH SIZES  
(actual size)



**5** FLAVORS

**15** POUCHES PER TIN



CUSTOMIZE YOUR  
ENJOYMENT WITH UP TO  
**30 MINUTES**  
OF FLAVOR PER POUCH



SNUS

**WARNING:** This product can cause gum disease and tooth decay.



## 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

## 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



DISCOVER MORE @ [SNUSNATION.COM](http://SNUSNATION.COM)\*

## 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 products should not start. Minors and pregnant women should never use tobacco products.
- If you're a smoker concerned about the health risks from smoking, the best choice is to quit. A good place to begin is talking with a healthcare provider.
- But if you're not going to quit using tobacco products, you should think about switching to Camel SNUS.

\*WEBSITE RESTRICTED TO AGE 21+ TOBACCO CONSUMERS SNUS

**WARNING:** This product can cause gum disease and tooth decay.