



# ZERO EMISSIONS

Smoke-free, Drama-free Tobacco Pleasure

SNUS empowers tasty tobacco pleasure without smoke.

Simply place a pouch smoothly inside your lip and enjoy the green light for tobacco enjoyment. SNUS—the pleasure's all yours.

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



# SMOKE-FREE RESOLUTION

If you're looking for smoke-free, spit-free, drama-free tobacco pleasure, SNUS is your answer. Log on to the Pleasure Switch Challenge and see how simple switching can be. SNUS- it might just change the way you enjoy tobacco.



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

A pack of SNUS tobacco pouches and a red and blue matchbox are shown on a wooden surface. The pack is white with a red triangle and the word "SNUS" in large letters. Below it, it says "TAR-FREE TOBACCO POUCHES". The matchbox is red with a blue top. The background is a blurred image of a person's face.

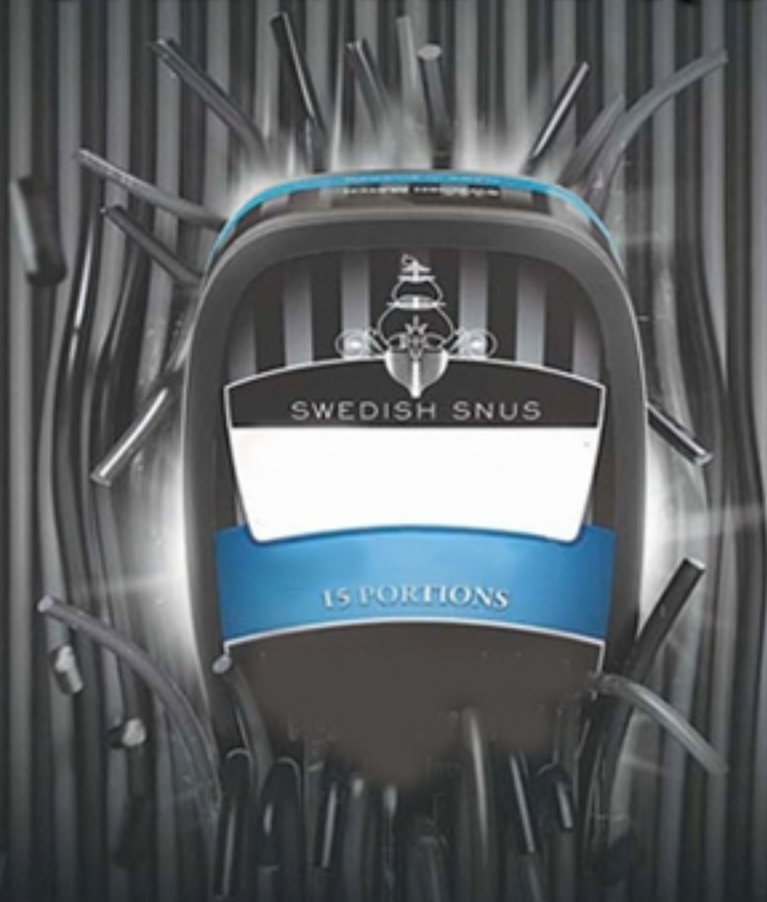
**WITHOUT MATCHES.**

WHEN SMOKING *isn't an option,*  
REACH FOR SNUS.

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



# NOT ALL SNUS IS CREATED EQUAL.



Made and imported from Sweden, Snus is 100% authentic Swedish snus, with the quality, flavor and full-on tobacco satisfaction that make it the #1 selling snus in the world. See why not all snus is created equal.

THE ORIGINAL SWEDISH SNUS®

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