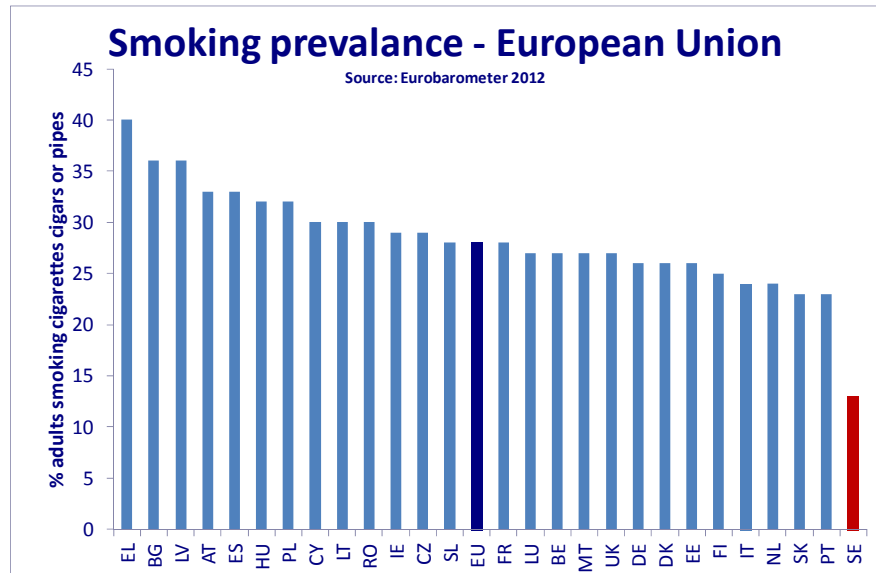
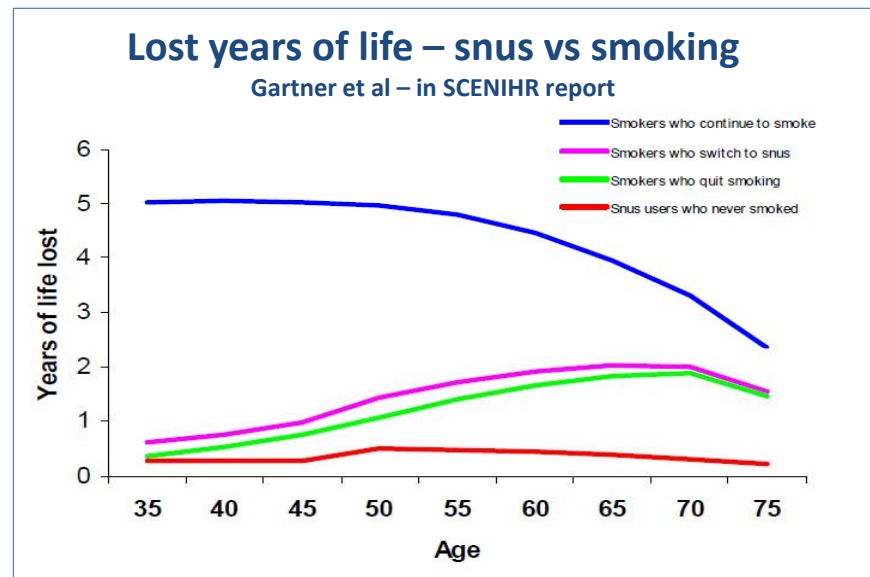


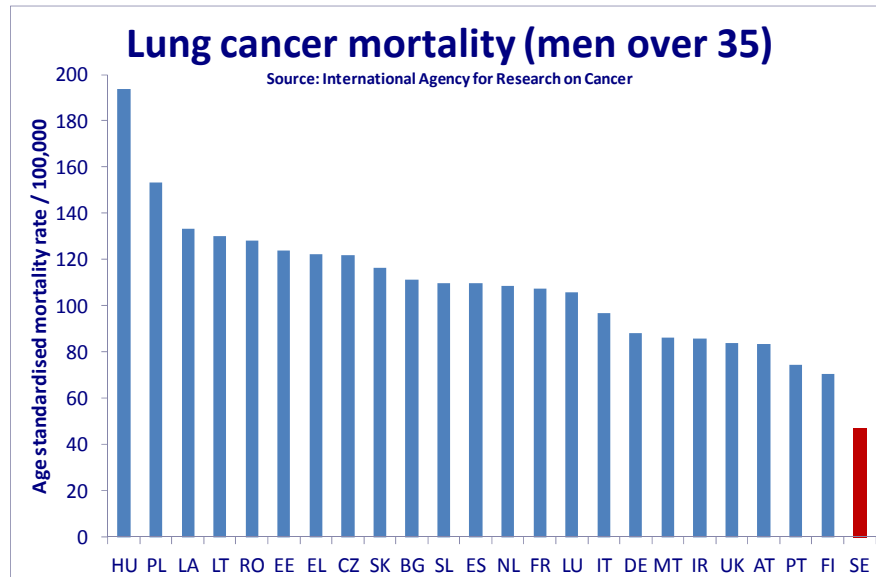
1. In Sweden, especially among men, nicotine is consumed through use of smokeless tobacco or 'snus' instead of cigarettes.



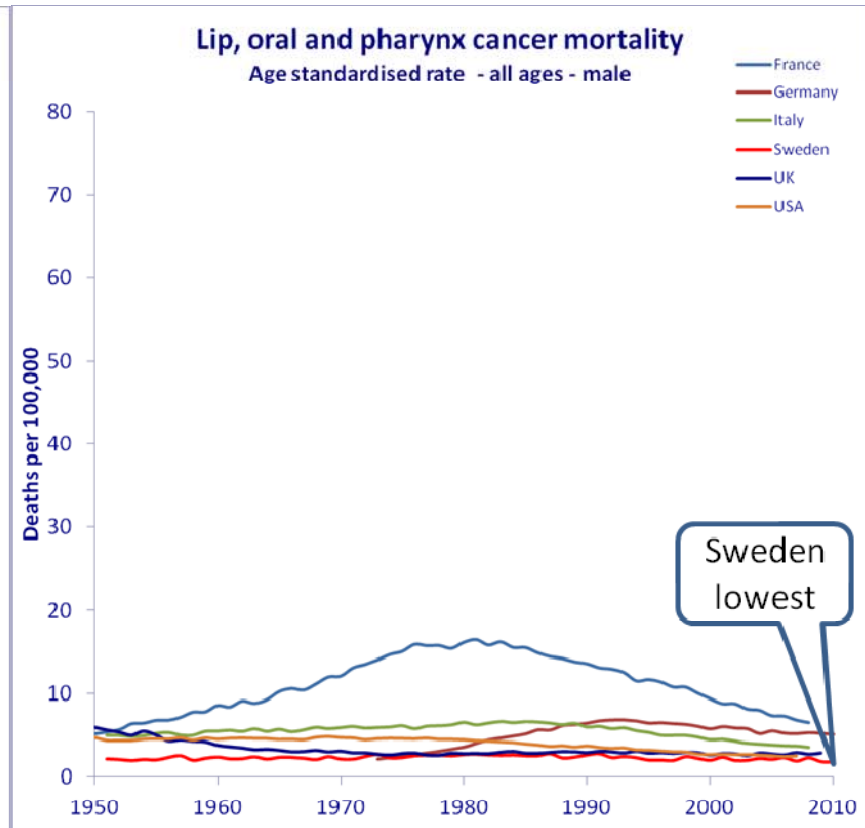
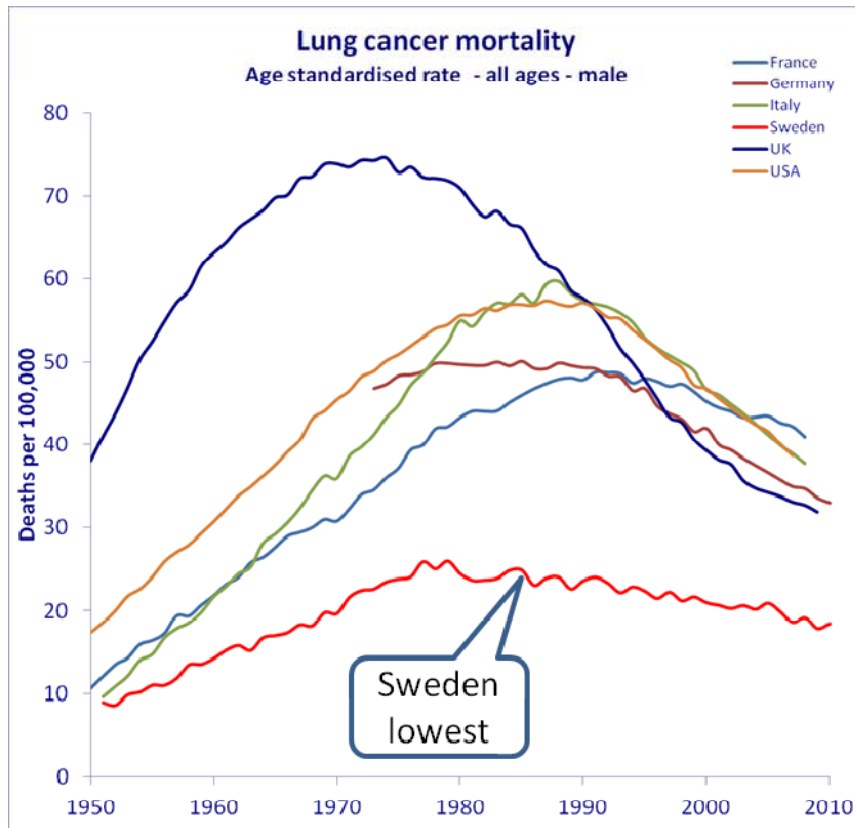
2. This means that Sweden has a very low rate of smoking – an outlier compared to the rest of the European Union.



3. Research modelling reported by the EU's scientific panel (SCENIHR) shows that snus use has a *much* lower impact on life expectancy than smoking



4. Sweden shows exceptional results for smoking related disease. Today's low smoking rates will mean lower cancer rates in Sweden in future.



5. Smoking related cancer rates track smoking rates with a lag, as it takes many years for cancer to form. So Sweden has benefitted for many decades relative to other European countries.

6. Some people think that switching to smokeless tobacco just moves cancer from the lung to the mouth. This is wrong: the lung risks are much higher for smoking and cigarettes also cause oral cancers.