

# SMOKELESS TOBACCO PRODUCTS AND TOBACCO IMITATIONS IN JAPAN

APACT2013

August 19 - 21, 2013

Room 302 Symposium 12

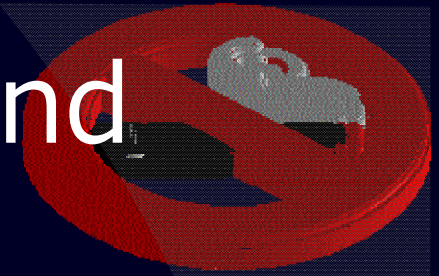
Other forms of tobacco / Substances simulating tobacco

masaaki yamaoka

Sumoto Emergicenter

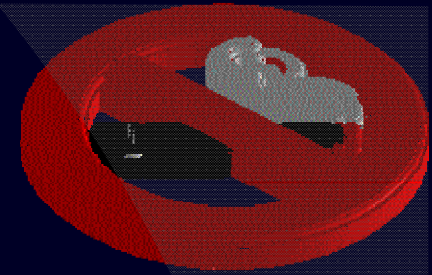
Director of Japan Society for Tobacco Control (JSTC)

# Smokeless tobacco products and Tobacco Imitations in Japan



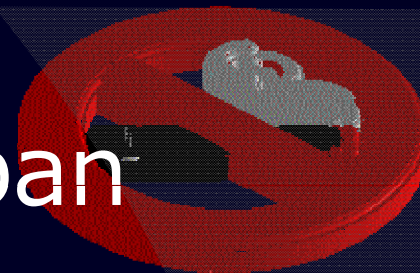
- Smokeless tobacco products in Japan
- Tobacco Imitations in Japan

# Smokeless tobacco products in Japan

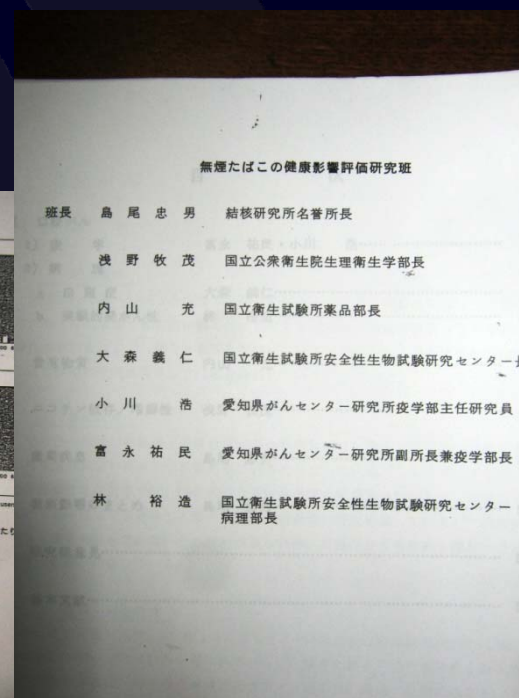
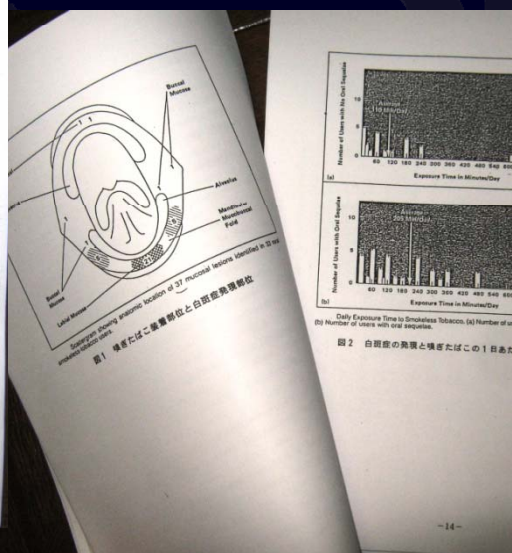




# Smokeless tobacco products in Japan

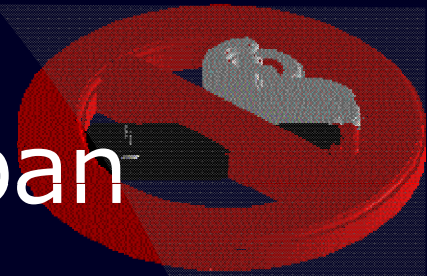


- ◉ In 1985, a smokeless tobacco product was imported for the first time to Japan.



The report by study group about smokeless tobacco products (1985)

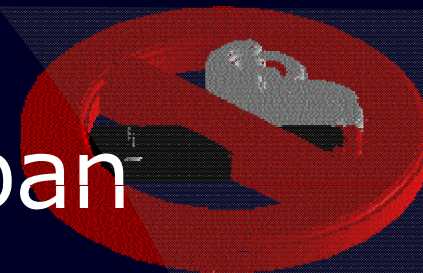
# Smokeless tobacco products in Japan



- In 2003, a chewing tobacco "FIREBREAK", produced by Swedish Match Inc., was imported and began to sell.
- That was a new type of smokeless tobacco.
- In 2009, the adverse movement by a citizen group and the opinion of specialists made "FIREBREAK" disappear from the market.

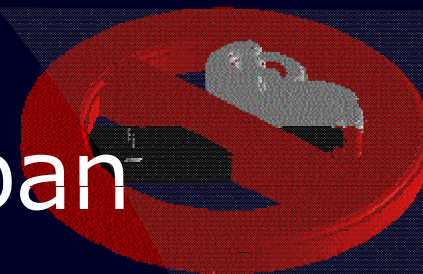


# Smokeless tobacco products in Japan



chewing tobacco "FIREBREAK"

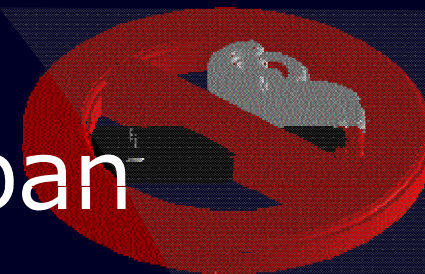
# Smokeless tobacco products in Japan



- In 2010, Japan Tobacco Inc.(JT) began to sell a new smokeless tobacco, " ZERO STYLE MINT ".
- After that, JT has been producing new 4 smokeless tobacco products such as "ZERO STYLE BITTER" but each of them contains about twice amount of nicotine as "ZERO STYLE MINT" contains.



# Smokeless tobacco products in Japan

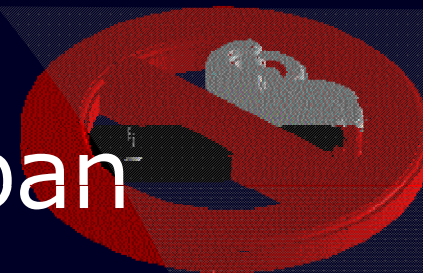


" ZERO STYLE MINT "



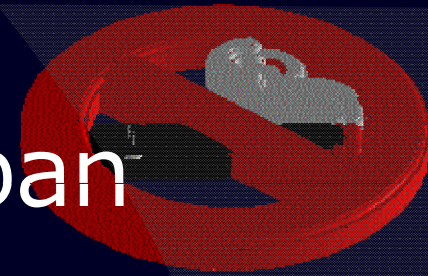
# Smokeless tobacco products in Japan

## "ZERO STYLE" as time series



# Smokeless tobacco products in Japan

"ZERO STYLE" as time series



ZERO STYLE MINT  
May.2010~

**Nicotine**  
mg/cartridge

$5.5 \pm 0.1$

**Menthol**  
 $\mu\text{g}/50\text{puffs}$

$339 \pm 27$

renewal



ZERO STYLE BLUE MINT  
(the same of "ZERO STYLE DRIVE CONCEPT")  
May.2013~

$10.3 \pm 0.5$  (about 1.9 times)

$555 \pm 39$  (about 1.6 times)

(the data of "ZERO STYLE DRIVE CONCEPT")

By Dr.Kunugita et al, National Institute of Public Health

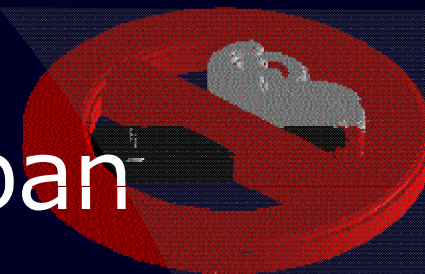


# Smokeless tobacco products in Japan



- This is a cigarette shop in Osaka.
- I made my daughter go to buy these smokeless tobaccos last Saturday in this shop.
- The age of a shopper must be checked when the shopper is trying to buy tobacco products in Japan.
- But she was not checked.

# Smokeless tobacco products in Japan



① ポーションを口に含み、  
ほおと歯茎の間に挟んで  
ご使用ください。

② 人により感じ方は異なり  
ますが、15分～30分程度  
がお取替えの目安です。

③ 味・香りが薄くなりましたら、  
紙等に包んで捨ててください。  
使用済ポーションのポイ捨  
ては、おやめください。

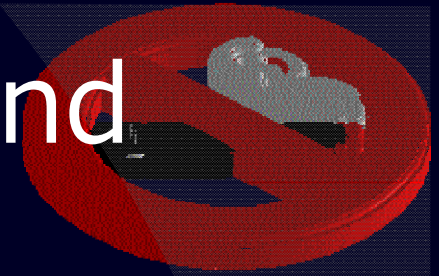
※ポーションは噛まないでください。  
破れてたばこ葉がこぼれ出ることがあります。  
※ポーションは1回の使用につき1個ご使用ください。

" ZERO STYLE SNUS "

Aug.1,2013～ now on sale (only in Osaka city)

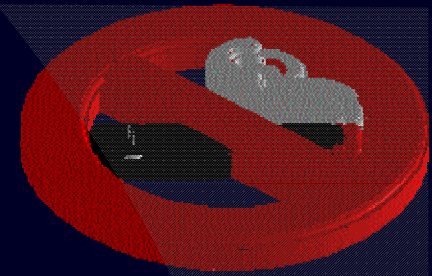


# Smokeless tobacco products and Tobacco Imitations in Japan



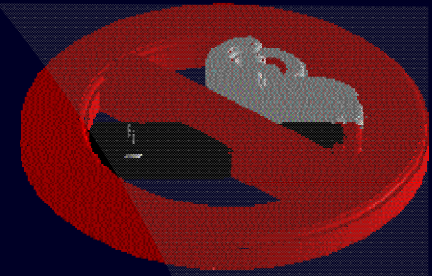
- Smokeless tobacco products in Japan
- Tobacco Imitations in Japan

# Tobacco Imitations in Japan





# Tobacco Imitations in Japan



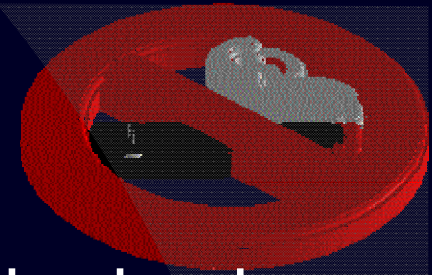
- They are similar to tobaccos but not made from tobacco leaves.
- Many people purchase them for a purpose of the smoking cessation.

"NEOCEADAR"

"KIN-EN-SO"

electronic cigarettes  
etc...

# Tobacco Imitations in Japan



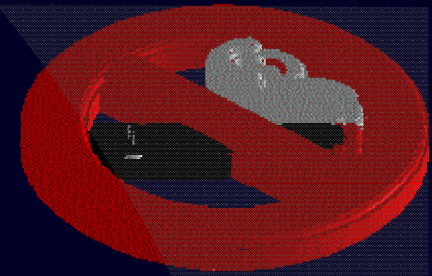
"NEOCEADAR"



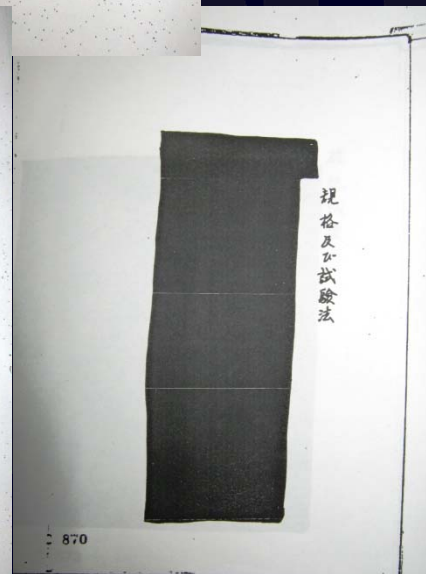
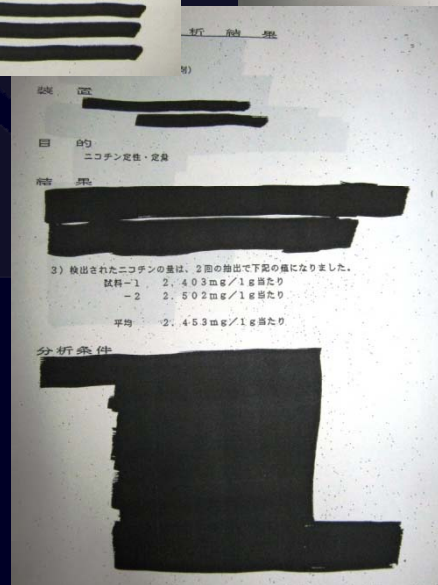
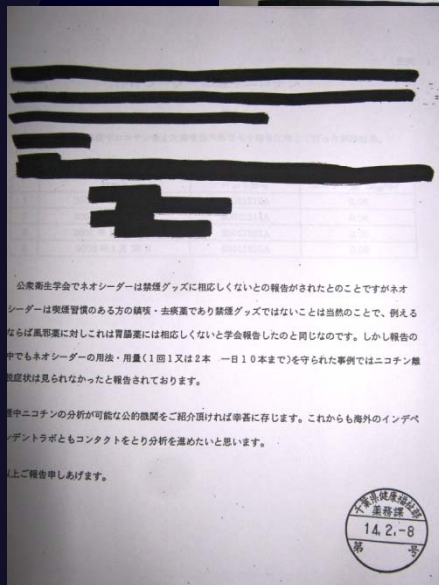
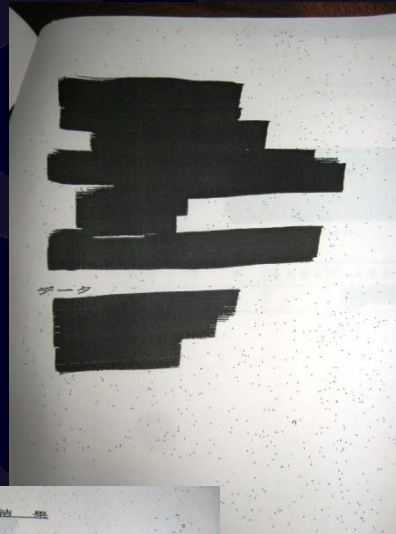
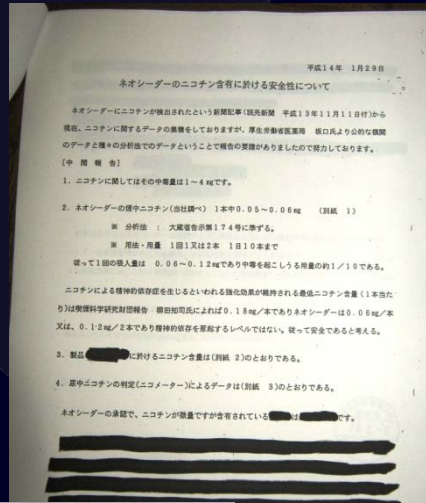
- "NEOCEADAR" was authorized as a cough medicine for smokers and started being sold in 1960.
- However, in 2001, it was reported that "NEOCEADAR " was containing nicotine and tar, and was able to be addictive.
- Moreover, it was reported this was including tobacco-specific nitrosamine ( TSNA ) this year.



# Tobacco Imitations in Japan

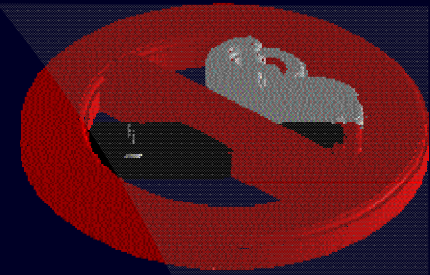


- These are Public documents about "NEOCEADAR".
- But a lot of important information is hidden.



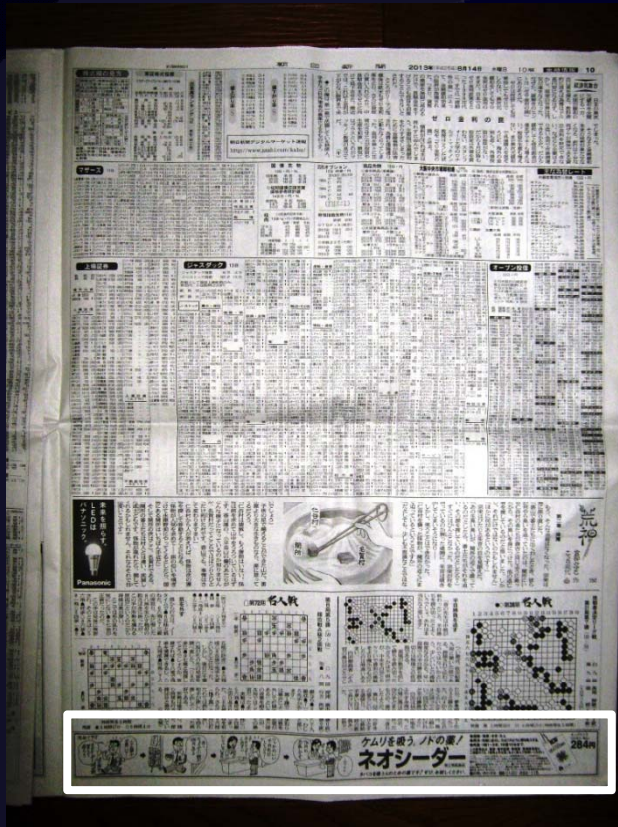


# Tobacco Imitations in Japan



## The advertisement of "NEOCEADAR"

- The advertisement of "NEOCEADAR" says "This is a cough medicine for smokers. Light up the tip, and inhale that smoke like a cigarette"



取っ銀△ 場、段がをり いし九 ぎぎ ちう数始すき いた こを れが黒のうが

いらっやませ

ネオシーダー

ワッかわい  
千円札に  
しとこう...

お返しす  
76円の

ムフフ

ケムリを吸う。ノドの薬!  
**ネオシーダー**  
第②類医薬品

タバコを吸う人のための薬です! ぜひ、お試しください。

- 効能・効果: せき・たん
- 用法: 先端に点火し、たばこのように煙を吸入する。
- 用量: 1回1~2本、1日量10本まで。

この医薬品は、医師・歯科医師・薬剤師・登録販売者にご相談のうえ、[使用上の注意]をよく読んでお使いください。

[注意] 1. 次の人は使用しないこと。● 喫煙習慣のない人 ● 未成年の人  
いけいないこと 2. 本剤を使用している間は、次の医薬品を使用しないこと。● 禁煙補助剤  
● 煙中に、ニコチンとタールをわずかに含みます。使用上の注意を守ってご使用くだ  
さい。● 禁煙目的に使用しないでください。● 火気の使用を禁止された場所、および  
禁煙の場所で使用しないでください。● 全国の薬局・薬店で販売しています。  
● 製造・販売元: 株式会社アンターク本舗 〒275-0024千葉県習志野市西浜3-2-1  
● お問い合わせは: ☎ 0120-892-115

キングサイズ  
(20本入・税込)  
**284円**



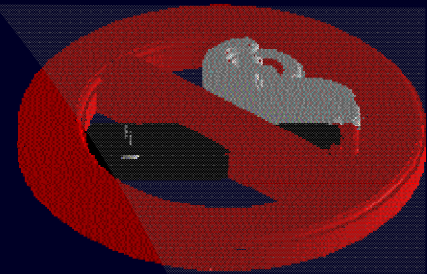
# Tobacco Imitations in Japan

"Danger of NEOCEDAR"  
website



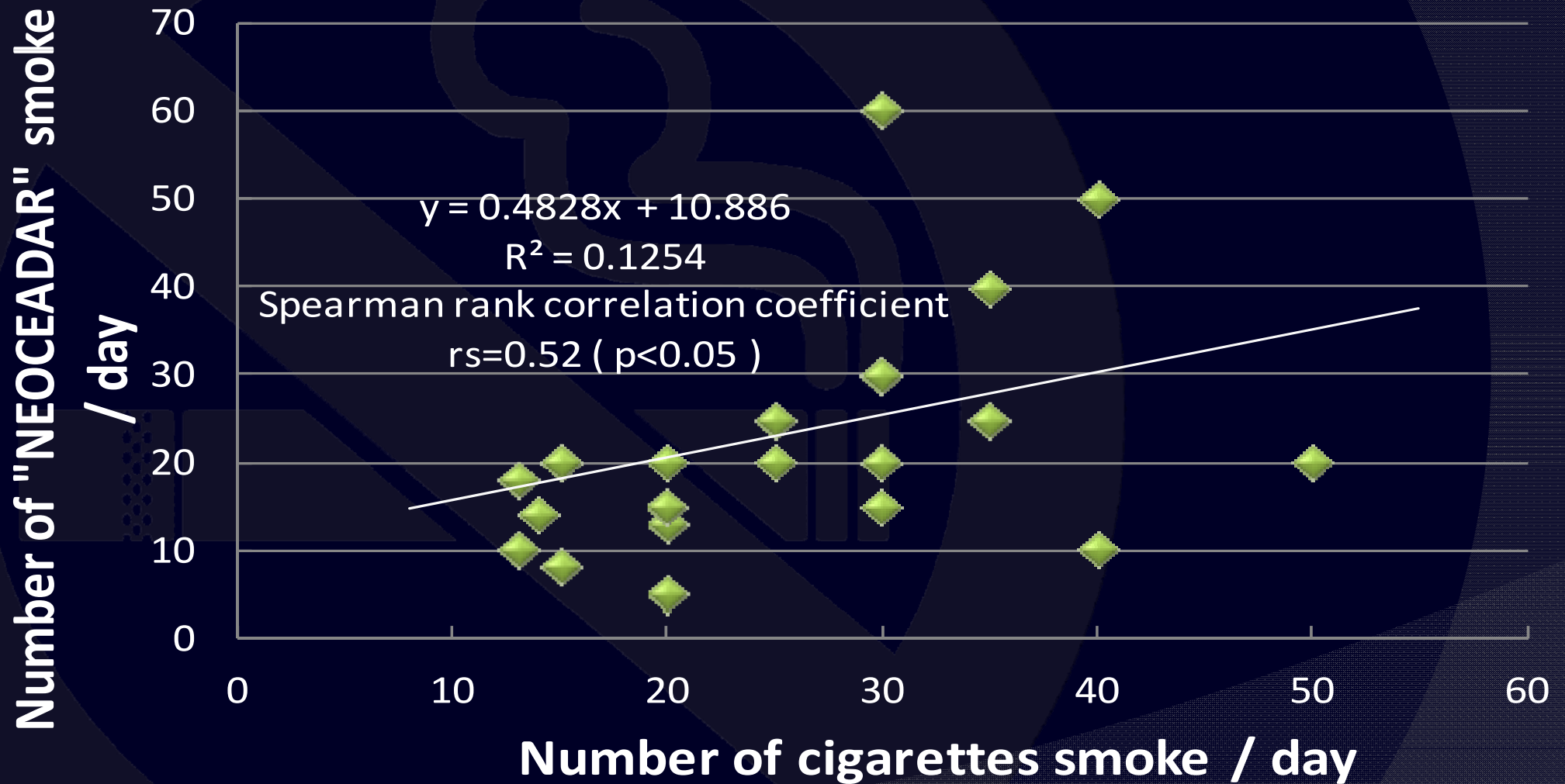
<http://web.nosmokeworld.com/neocedar/>

- I established an Internet website and started researching information about “NEOCEDAR” addicts in 2001.
- After that I analyzed 31 addicts.
- The virtues of “NEOCEDAR” say people shouldn't take more than ten of them a day, but the average consumption of those addicts was 22.5 a day.





# Number of cigarettes / "NEOCEADAR" smoked a day





# Tobacco Imitations in Japan

"Danger of NEOCEDAR"  
website



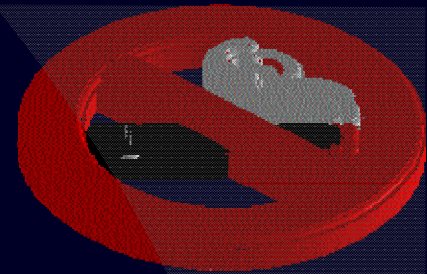
<http://web.nosmokeworld.com/neocedar/>

◎ “NEOCEADAR” addicts mailed me,

“I was surprised to know the truth!”

“I cannot quit “NEOCEADAR“!”

“Please tell me how to quit  
“NEOCEADAR“!”



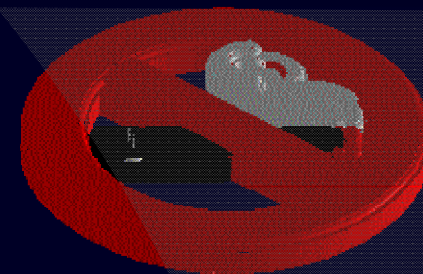
# Tobacco Imitations in Japan

## "NEOCEADAR"



Substantively,  
"NEOCEADAR"  
is "Tobacco "

I think.



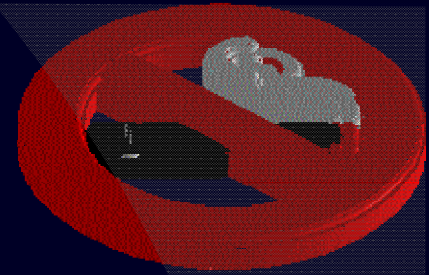


# Tobacco Imitations in Japan

## "KIN-EN-SO" (Herbal Cigarettes)



- "KIN-EN-SO" was used as a medicine help people stop smoking.
- But there is no evidence that show the smoke of "KIN-EN-SO" is helpful for quitting smoking.



# Tobacco Imitations in Japan

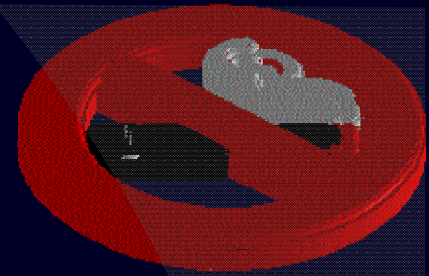
"KIN-EN-SO"  
(Herbal Cigarettes)



● I mailed the shop of "KIN-EN-SO".

"Are some of toxic substances included in this?"

● They answered. "Don't use this if you worry about it"





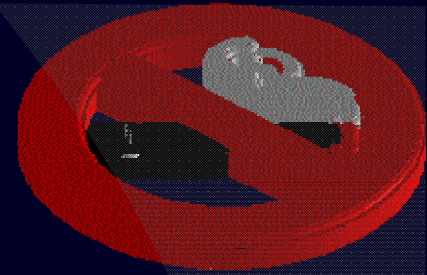
# Tobacco Imitations in Japan

## Electronic cigarettes



The news in NHK TV

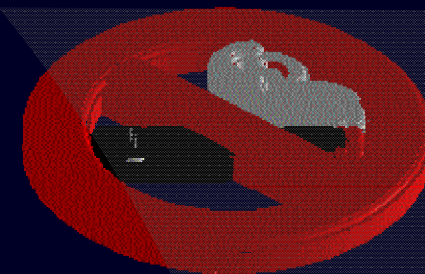
- In Japan, nicotine-including electronic cigarettes are illegal.
- However, it was recognized that some products including nicotine were sold in the market.





# Tobacco Imitations in Japan

## Electronic cigarettes

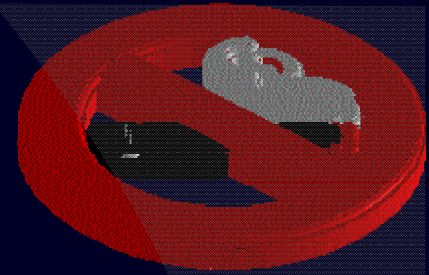


The news in NHK TV

- ◎ Japan Consumer Information Center warned people about the dangers of these products.



# Conclusion



- Dual use of Cigarettes and Smokeless tobacco products or Tobacco Imitations have harmful effect and possibility to prevent people quit smoking.
- Moreover, it is easy for young people to use them.
- In Japan, fortunately, these products aren't so popular yet, but in future, we need an attention sufficiently.
- If someone know good ways to let stop selling these products, we are all ears.