THE DIVERSITY OF SMOKELESS TOBACCO PRODUCTS WORLDWIDE

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ST: A Global Problem

ST affects approximately 352 million people in 121 countries
Total worldwide ST users = 302 million
Modes of ST Use

• **Chewing** – contain tobacco leaves, other leaves (e.g., betel leaf), nuts (areca nut), other condiments

• **Sucking** – contain moist powdered tobacco with alkaline agents, e.g., snus, khaini, lozenges

• **Applying** – powdered or pasted products, e.g., mishri, bajjar, gudakhu, creamy snuff

• **Gargling** – tobacco water (tuibur)

• **Inhalation** – extremely fine dry powder, e.g., nasal snuff
Key Findings

• Smokeless tobacco use is a global problem
  – Affects 352 million people across approximately 121 countries of all incomes
  – Majority of adult users live in low- and middle-income countries in SE Asia
  – In some countries, ST exceeds cigarette use
  – ST is a special problem among vulnerable populations such as youth, women and indigenous populations
India Situation

• India is the largest producer and consumer of SLT products
• There is a huge variety of SLT products
• As per latest GATS 2 results, there are still 200 million SLT users in India
• Annual deaths from SLT use in India among non-smokers were estimated as 368,127

(Sinha et al. Indian J Cancer 2014;51:73-7.)
Variety of Smokeless tobacco products in India
1. User prepared or assembled

- Although **tobacco leaves** can be chewed by themselves, the most common combination all over India is **tobacco and lime**. Tobacco in flake form can be purchased from most grocers. A user takes a pinch of tobacco adds a drop of lime (calcium hydroxide) mixes them vigorously using a thumb (or a finger) and the other palm, and putting it in the mouth (khaini). Some users add **areca nut** pieces as well.

- **Mishri** - Tobacco flakes are pyrolised on a hot plate till they get black and then powdered to form mishri. It is applied to teeth and gums.
1. User prepared or assembled (continued…)

- **Betel quid** – Regular users keep all ingredients, green betel leaf, lime, areca nut tobacco and their favorite condiments available with them. They put all of them on the green betel leaf fold, and chew.
2. Custom made

- In any inhabited place in India, one cannot be too far from a kiosk selling tobacco products. They would prepare a betel quid as per user specification for quality and the type of ingredients. They can also prepare tobacco lime –areca nut mixture (mawa) or any specific combination of substances as per customer demand.
3. Manufactured (local and small scale)

- Oral snuff - dry tobacco powder marketed in small tins.
- Mishri - black powder of pyrolized tobacco marketed in small polythene bags
- Gul - oral moist snuff in small tins
- Gudakhu - tobacco paste with molasses in small bottles
3. Manufactured (local and small scale) continued...

- Khaini - tobacco-lime mixture in small polythene bags
- Some products are targeted mainly towards betel quid vendors
- Kiwam - paste of tobacco with aromatic substance in very small bottles.
- Zarda, patti - tobacco with saffron and other aromatic substances. Marketed in small aluminum foil sachets or tins
4. Manufactured (large industrial scale)

- Gutka, pan masala – tobacco, lime areca nut mixtures with sweetening and flavoring agents. Marketed in small colorful aluminum foil sachets with highly appealing brand names like Tulasi (basil leaf, offered to Lord in every Hindu worship and then eaten reverently by devotees); Sir (a universal form of address in India by students for their teachers) etc. Intense marketing and advertising campaigns in all media.
Creamy Snuff (Tobacco toothpaste)

DENTOBAC

“With all the goodness of natural tobacco, clove and mint”
Control Policies in India

• Bans on manufactured products containing both tobacco and areca nut (No. states = 29)
• Ban on smokeless tobacco products – 11 states
• Bans on manufactured products containing areca nut (2 States)
• Implementation - incomplete
85% PW on SLT Products
Board to be displayed at the entrance of the place where cigarettes or other tobacco products are sold

- **Board Size**: 60 cm width x 30 cm height
- **Background Colour of the board**: White
- **Image Size**: 50% of the board
- **Text colour**: black
- **Font**: Arial (Bold)
• The law on not selling to tobacco products to minors is further strengthened by the JJ Act.
• As per JJ Act, anyone who sells, or causes to sell tobacco products to minor, may incur fine up to Rs 100,000 and imprisonment up to 7 years.
• In older version, alcohol and narcotics were included. With a great deal of advocacy, in recent version, tobacco was added.
• There is a superb proposal to print JJ Act clause on every tobacco product
Challenges

- ST is not considered a priority in the tobacco control arena
- Limited data to help develop policies and programs (e.g., pricing, sale of ST products, impact on household economics, health effects and costs)
- Diversity of products
- Emergence of novel products in the market
- Lack of knowledge about the harms of ST
- Strong advocates for ST harm reduction, which will not be viable in all countries
Thank You

for

Your Attention