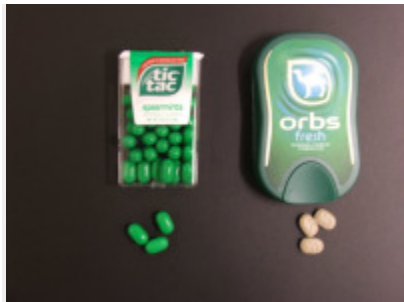


New smokeless tobacco products: nicotine orbs, sticks and strips



Twenty-five states and the District of Columbia have passed restrictions on where smokers can light. The tobacco companies are responding by introducing new smokeless and spitless tobacco products that bypass restrictions on smoking. R. J. Reynolds has been test marketing several dissolvable tobacco products: sticks, orbs and strips. The products are made of finely milled tobacco held together with food grade binders. Tobacco sticks resemble toothpicks and will dissolve within 10 minutes when placed in the mouth. Orbs look like small pellets, about the size of a tic tac breath mint and last for about 15 minutes. The strips, similar to a breath strip, take 3 minutes to dissolve. [Snus](#), tobacco contained in small pouches, is another smokeless product that is being marketed to smokers to use when they can't light up.



Restrictions on smoking has shown to reduce teenage consumption and motivate smokers to quit. Health advocates are concerned that these products will appeal to teenagers and will help serve as an introduction to nicotine addiction and will sustain nicotine addiction among smokers. Nicotine overdose in children is another concern because of the similar look to candy. The FDA was asked by some public health officials to regulate dissolvable nicotine products as food, since currently the FDA is not allowed to regulate tobacco products due to a 2000 Supreme Court ruling. A bill passed by the [House](#) and under consideration in the [Senate](#), would change this. U.S. Senators Markley (D-Ore.) and Brown (D-Ohio) introduced an amendment to the Senate bill that was passed that would ban dissolvable tobacco products.