

# Beating the Urge to Light Up

By Sara Machir, Star Scientific

If you ask the first five women you meet, walking along the street, to identify the leading cause of death among women in the United States, they are likely to say it's breast cancer – and they would be wrong. The number one killer of American women is heart disease, and the number one cause of cancer deaths is lung cancer. Taken together, smoking-related diseases are the number-one problem women in this country face today.

Adults who are regular smokers may try up to fifteen times to stop using cigarettes, according to researchers. However, the nicotine in cigarettes, while not cancer-causing, is very addictive. This can present particularly tough problems for female smokers in the trucking industry - especially when they are driving as part of a team. One option that can help with the urge to light up is called “dissolvable smokeless tobacco”, pioneered by Star Scientific, Inc. These products are completely unique in two important ways. They require no spitting, and therefore are the first smoke-free tobacco products to appeal to women. In addition, and more important, these products have greatly reduced toxin levels. The major cancer-causing agents in tobacco leaf and tobacco smoke are called “TSNAs” or tobacco-specific nitrosamines (ni-TRO-sa-meens). Star patented a curing process that results in tobacco with the lowest TSNMA levels found anywhere.

This tobacco is used to manufacture two dissolvable smokeless products – Ariva® (pronounced a-REE-va) and Stonewall®. These two products are made from tobacco that has been powdered and then compressed into small hard pieces that dissolve completely in the mouth and leave no residue. Ariva® was developed for smokers who use up to one pack of cigarettes per day. It has roughly the same amount of nicotine (1.5 milligrams) as is in one “light” cigarette, and it is available in either a Wintergreen or Java blend.

Stonewall® was developed for adults who use moist snuff and other traditional smokeless tobacco products. However, smokers who use two packs of cigarettes per day find Stonewall® effective in meeting the urge to light up. This likely is due to the fact that the nicotine level in each Stonewall® is higher (3.9 milligrams), and “heavy” smokers take in more nicotine every day. Stonewall® is available in a Wintergreen, Natural or Java blend. The company reports that over 50% of their consumers are women who range in age from 30-65. These consumers cite a variety of reasons for using the products: concern about personal health; the wish not to expose others to cigarette smoke; desire not to smoke in front of children and grandchildren.

The products are available throughout the Flying J Truck Stop chain; Walgreen's and Rite Aid drug stores chains; Food Lion grocery store chains, and in April, Safeway stores.