

MY SNUUS

HANDBOOK

Rethinking the lifestyle related
to nicotine pouches



INTRODUCTION

The use of nicotine pouches (also called white snus) is increasing fast among young women. Tobacco companies, which prioritise profit over the well-being of people and the planet, have successfully managed to create a whole lifestyle that we associate today with these nicotine products.

The purpose of this handbook is to help you (a female who uses white snus) to rethink, question, and reflect on the lifestyle and emotions that we often associate with nicotine pouches. In addition to that, the reflective exercises that you find in this handbook, are going to support you while preparing yourself for a snus free life.

The handbook contains experiences, stories, and emotions that are collected from other females who use white snus. Use these examples to facilitate your own reflection.

ABOUT ME

My name is _____ and I am _____ years old. I was _____ years old when I tried (white) snus for the first time. I took it because _____.

I got my first snus from...

- my friend. my partner. my sibling.
 a stranger. other/who? _____

The first time I bought snus for myself was _____ ago. I bought it because _____
_____.

The amount of snus I use daily is _____.
I use it because _____

_____.

I use snus in places/situations such as:


_____	_____
_____	_____
_____	_____

My life without snus would look like:
(draw or describe)

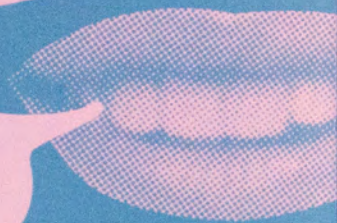


RELATIONSHIP


How do other female snus users describe their relationship with white snus?




It's a love-hate relationship.



It has become a part of daily life. Taking snus, buying snus, thinking of snus. It has become a must.



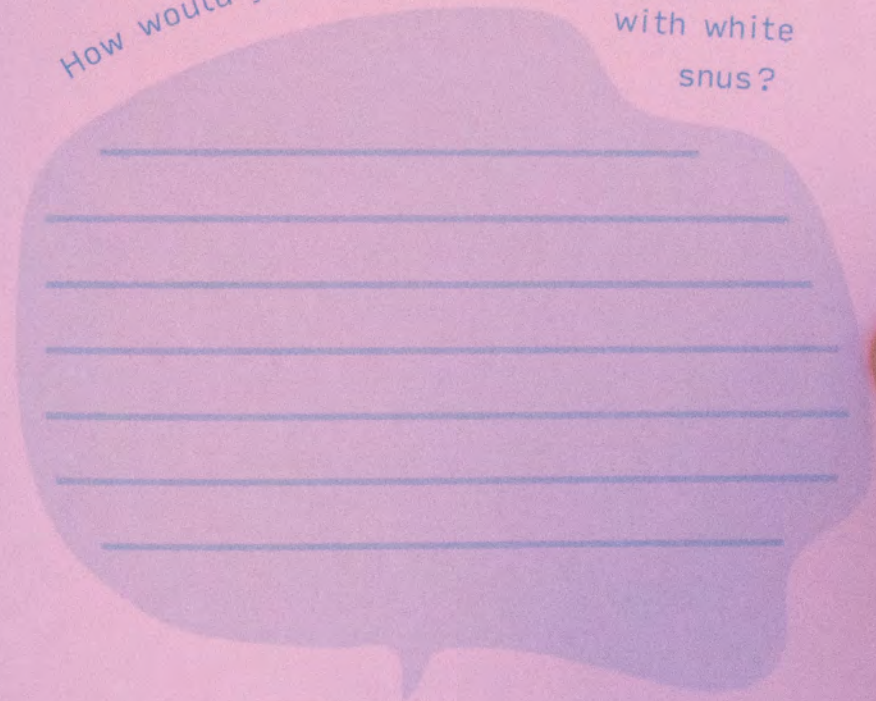
As a safety sometimes, feels calming. But right now I want to quit, so I don't want to see it as a safety.



[It's] just between me and the snus. Feel ashamed of it and gonna quit when I graduate school.

ME AND SNUS

How would you describe your relationship with white snus?



OBserve

Snus cans have become accessories. In Sweden, having snus cans on the table next to phones and other things is so normalised that you do not even pay any attention to them. This, of course, is also a way of marketing and attracting new customers.

Here you can see how many snus cans

other female snus users observed:

Lecture hall 10/3/2023



Party 14/3/2023



Dining hall 14/3/2023



Office 16/3/2023



Go to a place where people have gathered (e.g., a restaurant, party, coffee shop, or library) and take 5–10 minutes to observe people. Count and note down how many snus cans you can see.

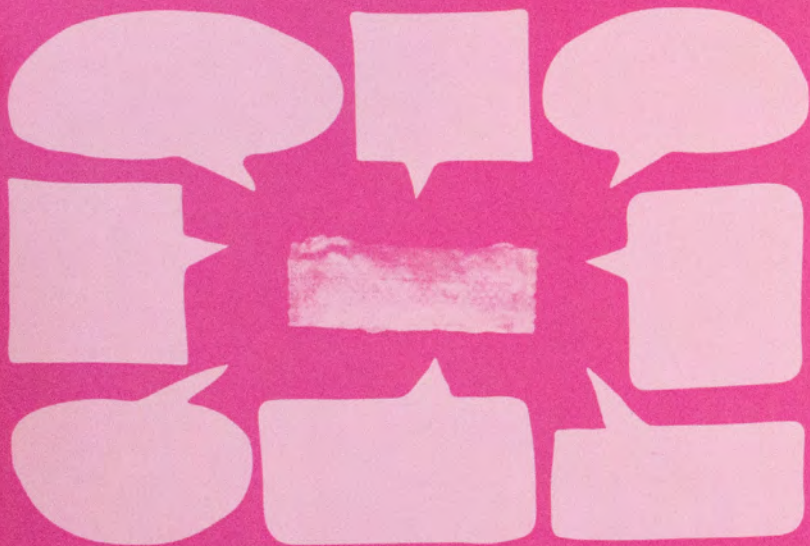
Place:

Date: Time:



WRITE DOWN

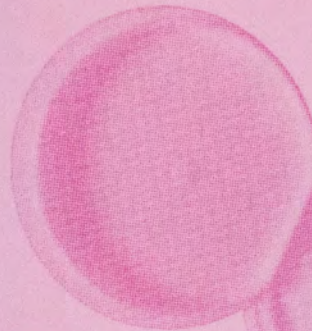
...words that come to your mind when you think about white snus.



What kind of words other female white snus users associate with white snus:

Cozy

Gives a good feeling



Focus

Party

Addictive



Luxury

Clean

Relaxing

Reward

Expensive

Comfortable

Unnecessary

Calming

Coffee + snus = <3

Good taste

Stress relief

After food snus

Bad for environment

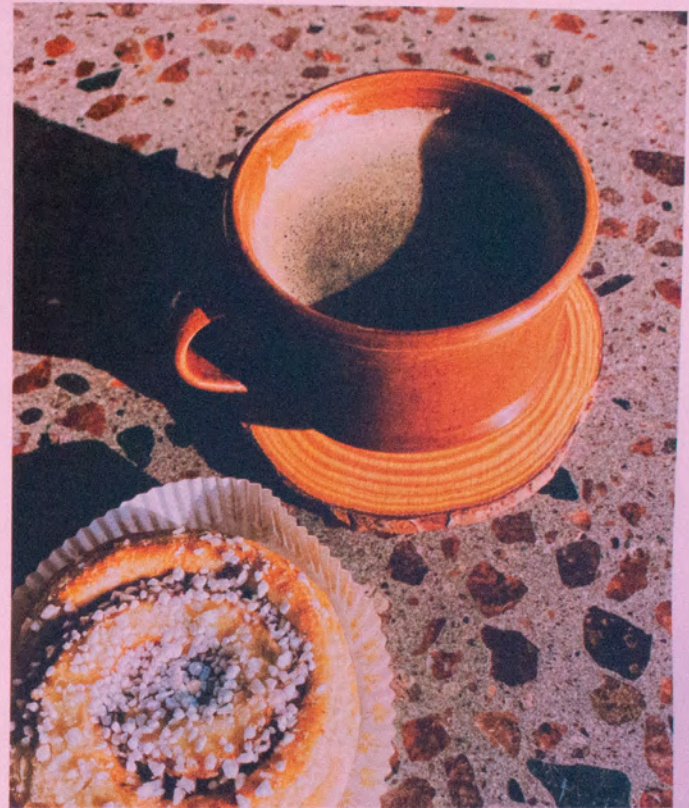
Tasty

WORDS AND

EMOTIONS

Write down words that you associate with the images on the next page:

Write down emotions that you associate with the images on the next page:



These pictures are re-created scenarios based on real white snus advertisements. In the pictures on the previous page, the snus cans have been removed to emphasise the lifestyle that tobacco companies want us to associate with white snus.

After seeing only the images without snus cans, other female snus users described the pictures with the following words:

Happiness

Summer

Friends

Peaceful

Excitement

Happy

Calming

Party mood

Break

Butterflies in the stomach

Fika

Self-care

Accessories

Vacation

Cozy feeling

Social

Joy

Party

Pause

Enjoying

Expectations

Mindfulness

Company

Fresh

Love

Relaxing

Rest

Natural

Yummy

Family

Lovely

Sun

Warmth

Treat

Woman



PAST



Back in the days cigarettes were a part of many women's lives. Tobacco companies have managed to lure many women into harmful addiction by using advertisement that exploited women's aspirations and desires. They were selling not the product itself but:



PRESENT



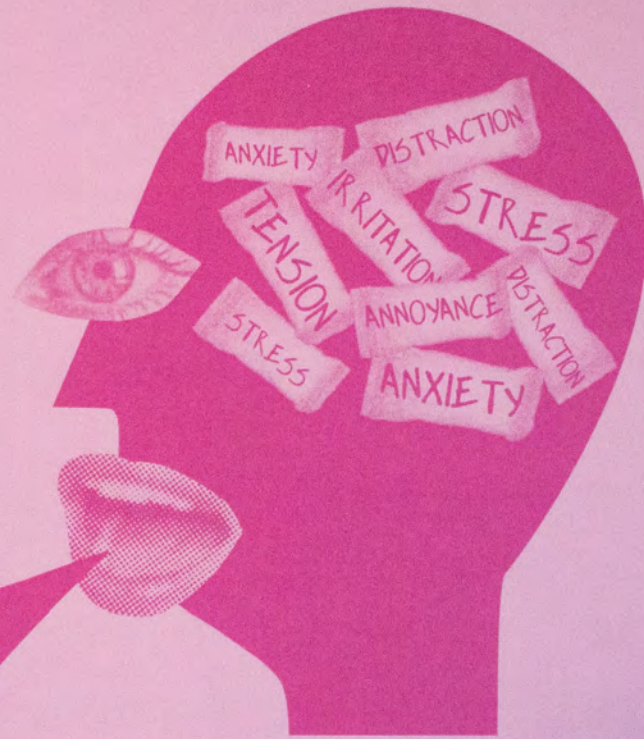
Today, the product tobacco companies are selling is different, but the tactics they use to hook women are very similar to the past.

DON'T GET FOOLED

White snus makes me feel:



The emotions were gathered from female snus users.



When snus becomes a must, we can not live without it. Instead of bringing positive senses, it creates negative ones. We are always thinking about it unconsciously. When we run out of it, we stress ourselves out. It becomes a daily routine, thinking about taking snus and making sure that we have enough of it.

STRESS

Write down things you could do instead of taking a nicotine pouch when you are feeling stressed or anxious. You might find inspiration on the next page.

1.
2.
3.
4.
5.
6.
7.

RELIEF

What do other female students who do not use snus do when feeling stressed or anxious?



TRACK YOUR HABITS

Recording your emotions and situations which trigger you to use snus is the first step towards preparation of quitting. When you are aware of these triggers, you can more easily take steps to avoid them.

Place or situation when I took snus:

At the university, before the presentation

At home, after having a cup of coffee

How was I feeling before taking it:

Nervous

Bored and tired



Place or situation when I took snus:

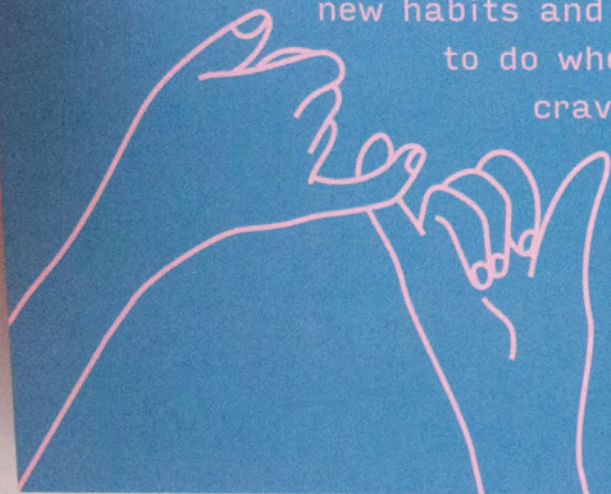
How was I feeling before taking it:



PEER SUPPORT

The influence of friends is one of the main reasons for trying snus and other nicotine products. In university, peer pressure might not be the same anymore as when you were a teenager, but seeing friends using snus is normalising it as a habit. Keeping snus cans on the table is also making snus accessible and tempting for friends who are trying to quit or have not used nicotine products earlier.

If you have friends who are using snus, support each other and create together new habits and activities to do when having cravings for snus.



Me, _____, together with _____, promise today, _____, to support each other on the journey to snus free life.

We commit to helping each other while creating new habits that replace snus.

Signature:

Signature:

Me, _____, together with _____, promise today, _____, to support each other on the journey to snus free life.

We commit to helping each other while creating new habits that replace snus.

Signature:

Signature:





By Heikki Huhtala and Smilte Tarvydaite