

Products at a Glance

Camel Sticks, Strips and Orbs

- Three new dissolvable tobacco products made of finely milled tobacco.
- Dissolve in the mouth; do not require spitting.
- Convenient alternative to cigarettes, moist snuff for adult tobacco consumers.
- Lead markets: Columbus, Ohio, Portland, Ore., and Indianapolis.
- Expect pricing to be comparable to a tin of Camel Snus.
- Child-resistant packaging.
- Age-restricted sale; carries same health warning and tax rates as other oral tobaccos.
- Product information:

Camel Orbs

- Two styles: Fresh and Mellow
- 15 Orbs per package
- Last about 10 – 15 minutes
- 1 milligram nicotine per Orb

Camel Sticks

- One style: Mellow
- 10 Sticks per package
- Last about 20 – 30 minutes
- 3.1 milligrams of nicotine per Stick

Camel Strips

- One style: Fresh
- 20 Strips per package
- Last about 2 – 3 minutes
- .6 milligram of nicotine per strip

