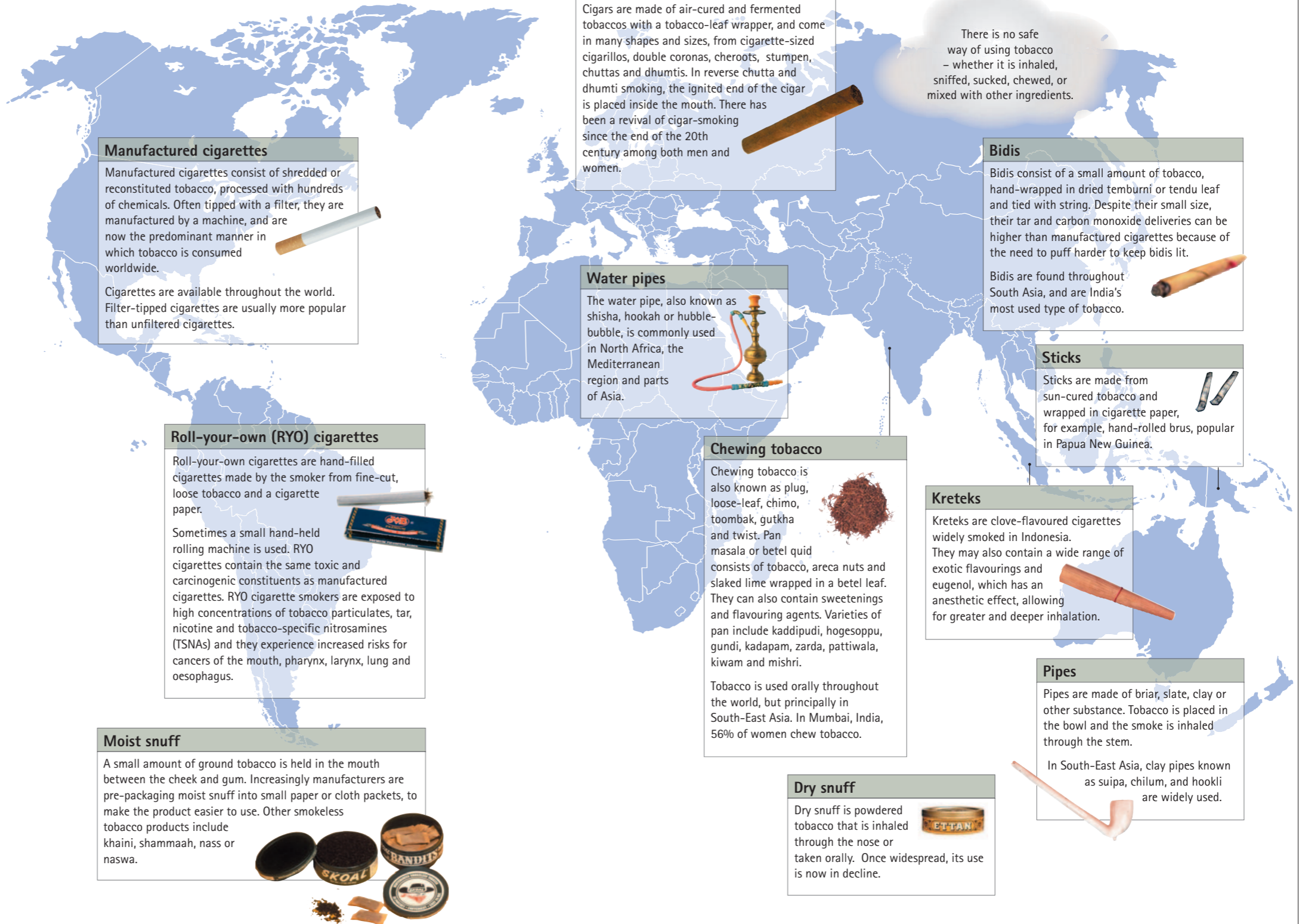


1 Types of tobacco use

Cigarettes account for the largest share of manufactured tobacco products in the world – 96 percent of total sales. Except for chewing tobacco in India and possibly kreteks in Indonesia, cigarettes are the most common method of consuming tobacco throughout the world.

The invention of the cigarette-rolling machine in 1881 accelerated the tobacco pandemic by mass-producing pocket-sized packets of cigarettes. Unlike tediously hand-rolled cigarettes and bulky water pipes, manufactured cigarettes offered a convenient and portable method to maintain addiction, even while driving a motor vehicle, working in a factory, or watching a movie.

In the current era of economic globalization, some forms of tobacco, historically localized to specific regions of the world (such as the hookah and bidi), have spread far beyond the Middle East and South Asia to every continent. For instance, Indonesian kreteks, clove-flavoured, loosely packed tobacco cigarettes, are currently being marketed to youth in many industrialized countries. These regional forms of tobacco sometimes gain footholds in new countries based on their exotic cachet but they rarely, if ever, displace manufactured cigarettes for a significant market share. Instead, they frequently serve as a gateway to addiction, luring youth and other fad smokers into a lifelong dependence on cigarettes.



Manufactured cigarettes
 Manufactured cigarettes consist of shredded or reconstituted tobacco, processed with hundreds of chemicals. Often tipped with a filter, they are manufactured by a machine, and are now the predominant manner in which tobacco is consumed worldwide.
 Cigarettes are available throughout the world. Filter-tipped cigarettes are usually more popular than unfiltered cigarettes.

Roll-your-own (RYO) cigarettes
 Roll-your-own cigarettes are hand-filled cigarettes made by the smoker from fine-cut, loose tobacco and a cigarette paper.
 Sometimes a small hand-held rolling machine is used. RYO cigarettes contain the same toxic and carcinogenic constituents as manufactured cigarettes. RYO cigarette smokers are exposed to high concentrations of tobacco particulates, tar, nicotine and tobacco-specific nitrosamines (TSNAs) and they experience increased risks for cancers of the mouth, pharynx, larynx, lung and oesophagus.

Moist snuff
 A small amount of ground tobacco is held in the mouth between the cheek and gum. Increasingly manufacturers are pre-packaging moist snuff into small paper or cloth packets, to make the product easier to use. Other smokeless tobacco products include khaini, shammaah, nass or naswa.

Cigars
 Cigars are made of air-cured and fermented tobaccos with a tobacco-leaf wrapper, and come in many shapes and sizes, from cigarette-sized cigarillos, double coronas, cheroots, stumpen, chuttas and dhumtis. In reverse chutta and dhumti smoking, the ignited end of the cigar is placed inside the mouth. There has been a revival of cigar-smoking since the end of the 20th century among both men and women.

Water pipes
 The water pipe, also known as shisha, hookah or hubble-bubble, is commonly used in North Africa, the Mediterranean region and parts of Asia.

Chewing tobacco
 Chewing tobacco is also known as plug, loose-leaf, chimo, toombak, gutkha and twist. Pan masala or betel quid consists of tobacco, areca nuts and slaked lime wrapped in a betel leaf. They can also contain sweetenings and flavouring agents. Varieties of pan include kaddipudi, hogesoppu, gundi, kadapam, zarda, pattiwala, kiwam and mishri.
 Tobacco is used orally throughout the world, but principally in South-East Asia. In Mumbai, India, 56% of women chew tobacco.

Dry snuff
 Dry snuff is powdered tobacco that is inhaled through the nose or taken orally. Once widespread, its use is now in decline.

There is no safe way of using tobacco – whether it is inhaled, sniffed, sucked, chewed, or mixed with other ingredients.

Bidis
 Bidis consist of a small amount of tobacco, hand-wrapped in dried temburni or tendu leaf and tied with string. Despite their small size, their tar and carbon monoxide deliveries can be higher than manufactured cigarettes because of the need to puff harder to keep bidis lit.
 Bidis are found throughout South Asia, and are India's most used type of tobacco.

Sticks
 Sticks are made from sun-cured tobacco and wrapped in cigarette paper, for example, hand-rolled brus, popular in Papua New Guinea.

Kreteks
 Kreteks are clove-flavoured cigarettes widely smoked in Indonesia. They may also contain a wide range of exotic flavourings and eugenol, which has an anesthetic effect, allowing for greater and deeper inhalation.

Pipes
 Pipes are made of briar, slate, clay or other substance. Tobacco is placed in the bowl and the smoke is inhaled through the stem.
 In South-East Asia, clay pipes known as suipa, chilum, and hookli are widely used.