



STING FREE AB SNUS AND NICOTINE POUCH USER SURVEY 2022

This report presents the Stingfree 2022 Q1 survey results. The survey was targeted at Swedish adult users of snus and/or tobacco-free nicotine pouches. More than 1,000 people using snus and/or nicotine pouches have responded to the survey via paid Facebook and Instagram ads that linked to the survey. The survey covers a total of 23 questions about snus and nicotine pouch use including habits and attitudes.

Additionally, more than 2000 users who signed up for the Stingfree newsletter were asked to answer a few questions about their oral health.

Finally, we also refer to a Swedish and Danish dental study that confirm the magnitude of the Stingfree survey results.

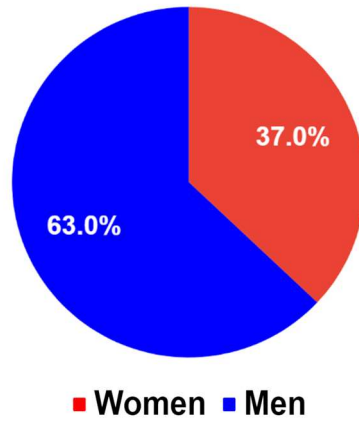
The Stingfree technology

Sting Free AB are the patentholders of a snus/nicotine pouch innovation. One side of the pouch is made impermeable to the substances contained within that sting/burn/irritate users' gums.

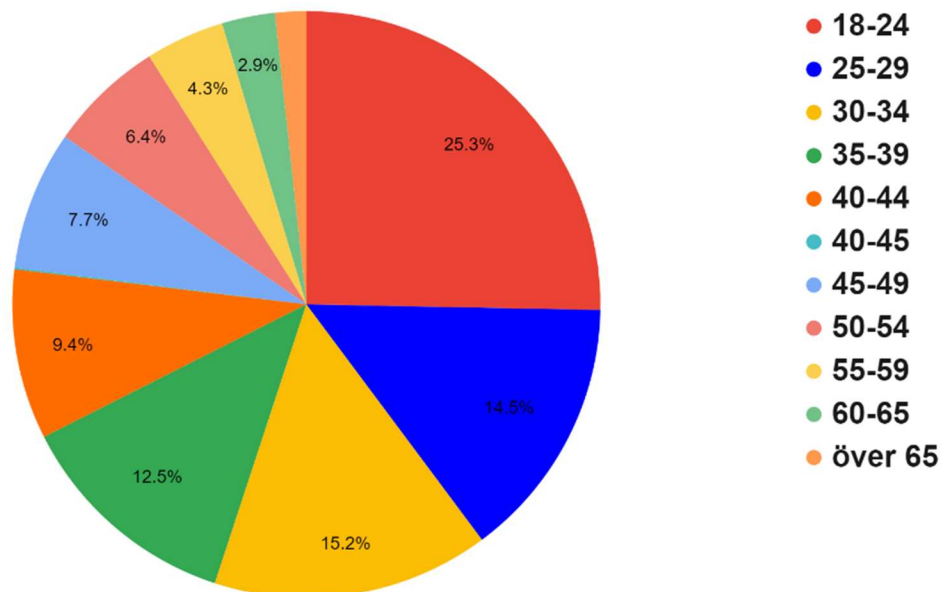
Users still enjoy nicotine and flavor release through the unmodified sides of the pouches. Our consumer trials have been very positive with over 70% of participants wanting to purchase future Stingfree products.

www.stingfreesnus.com

Gender

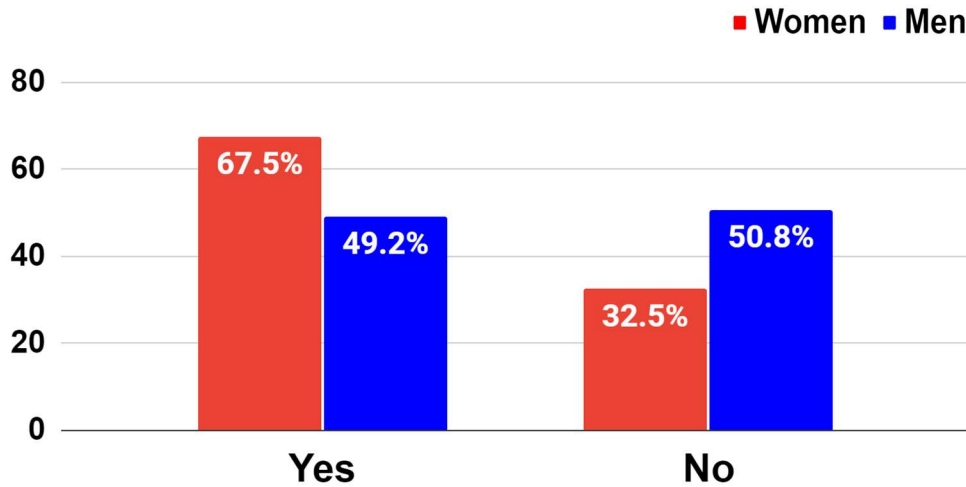


Age

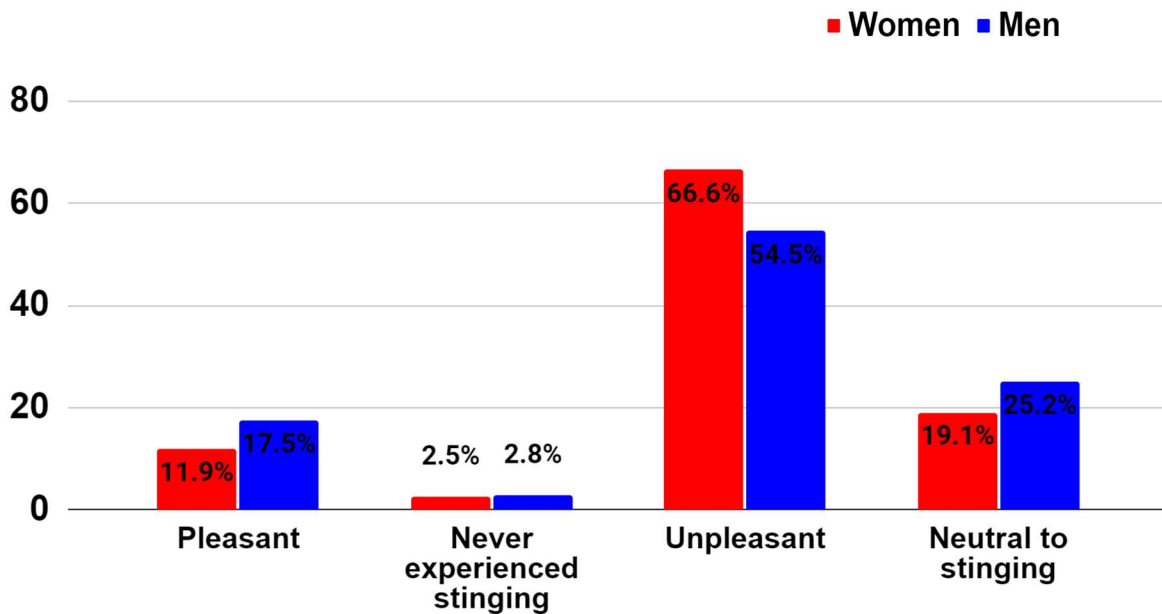


If you have any questions about the survey results then please contact company founder Bengt Wiberg bengt.wiberg@stingfreesnus.com or CEO Daniel Wiberg daniel.wiberg@stingfreesnus.com

Have you worried about your oral health related to your use of snus or nicotine pouches during 2021?

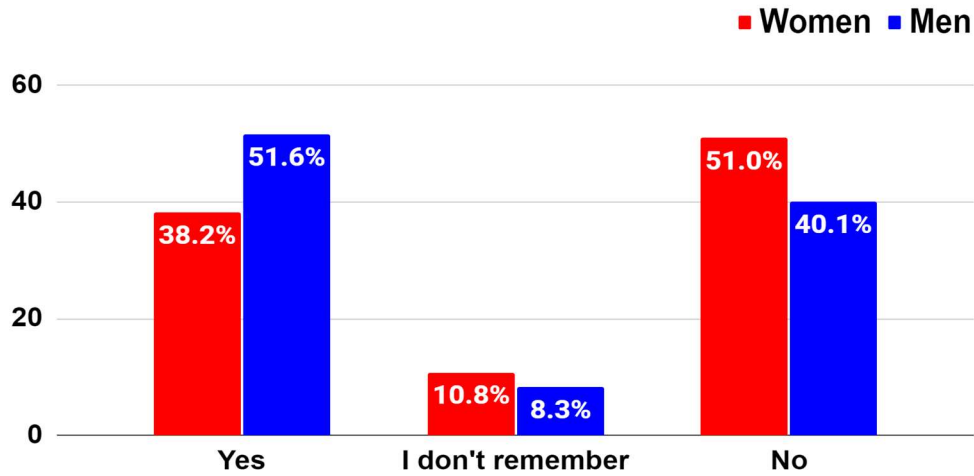


If you have experienced stinging when using snus or nicotine pouches, regardless of when, then how did you experience the stinging sensation?

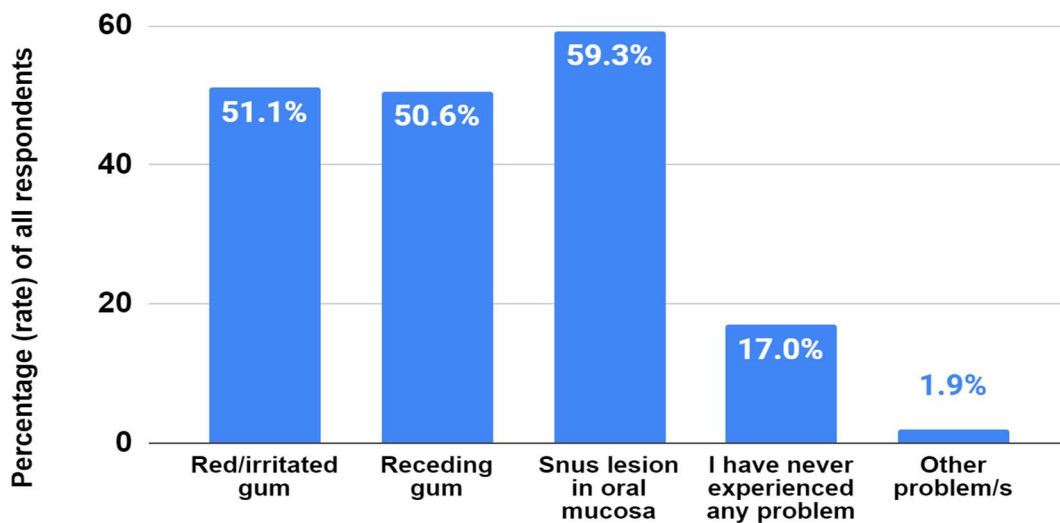


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Has your dentist ever commented on problems with your oral health related to your use of snus or nicotine pouches?

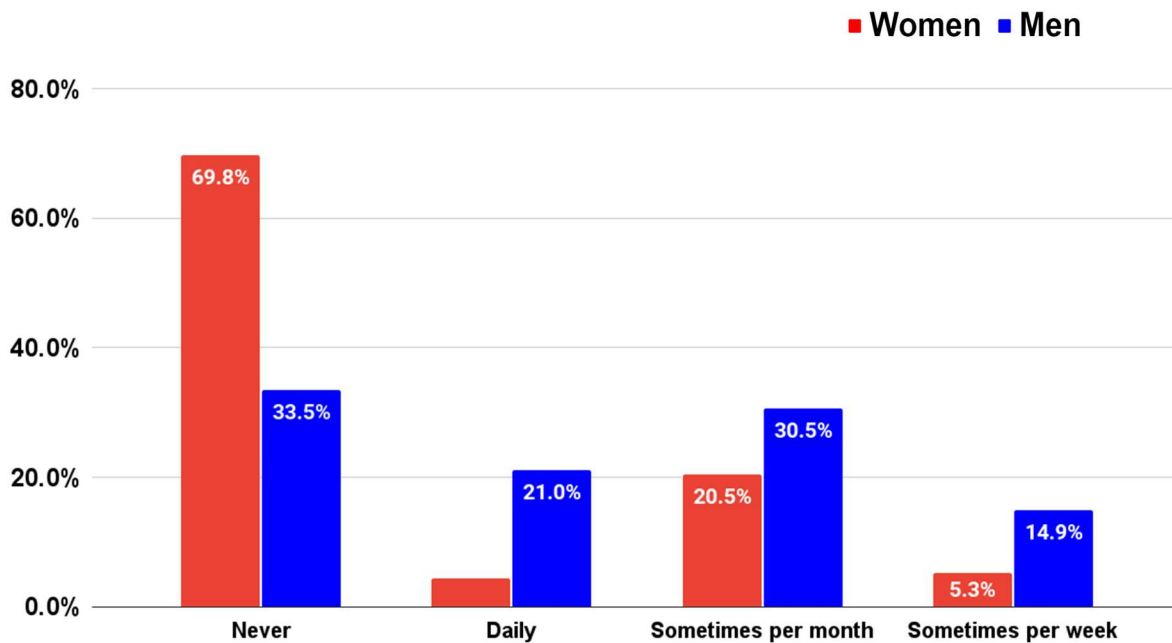


Percentage (rate) of all respondents who have answered that they have experienced one or more specific oral problems due to their use of snus or nicotine pouches



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Do you ever use more than 1 pouch at the same time?

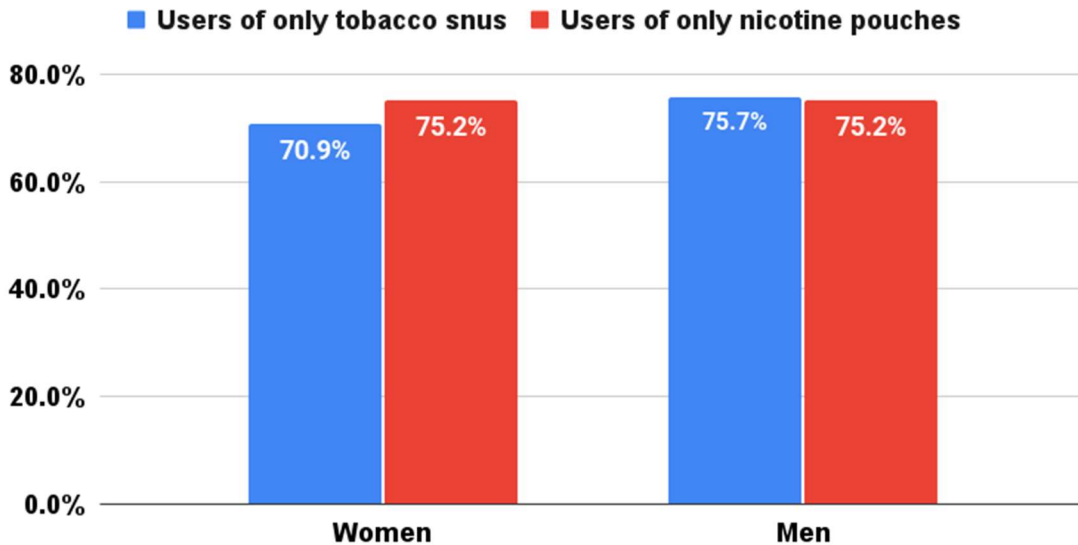


Other survey results:

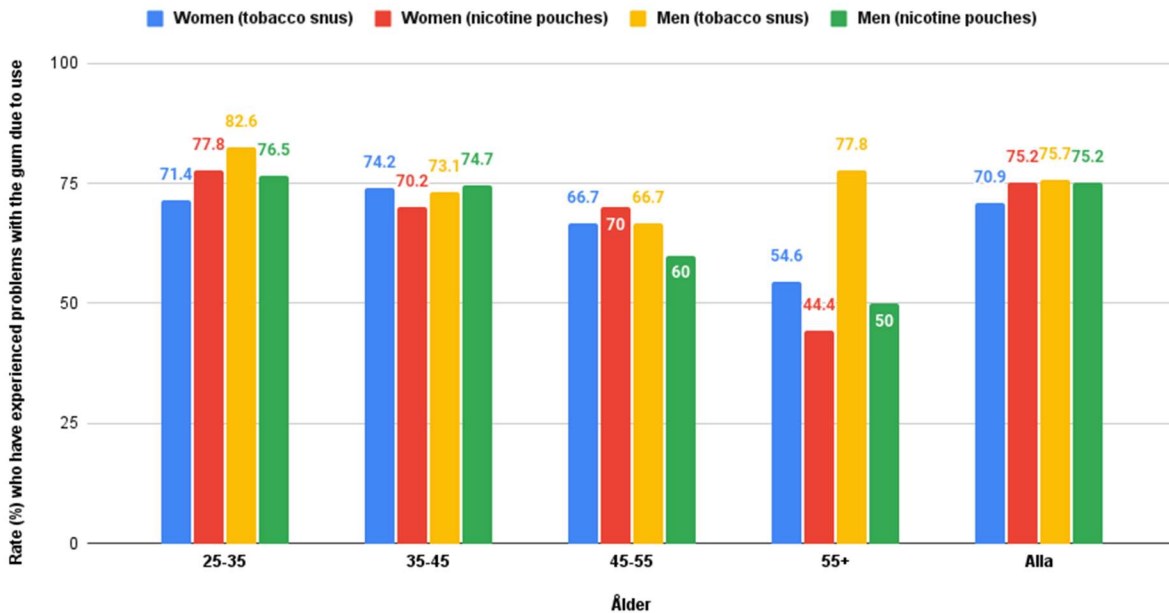
90% of the respondents also answered the question “Would you consider paying more to protect your gums? If yes, then how many SEK extra per can would be willing to pay for your favorite brand with Stingfree protection for your gums?”. The results were on average +8.00 SEK per can extra for the female respondents and +5.80 SEK for the male respondents. If we assume a normal can of snus or nicotine pouches cost 40 SEK per can in retail price including VAT, the willingness to pay a premium on top of the normal price corresponds to 14.5% for men and 20% for women.

In 2022 we also asked more than 2000 users (only users above the age of 25) who signed up for the Stingfree newsletter the following:

Have you ever experienced any damage on your gum because of your use of nicotine products? Sorted by gender



Have you ever experienced any damage on your gum because of your use of nicotine products? Sorted by age



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Dentist studies confirming the Sting Free AB survey statistics

The effect of a non-tobacco-based nicotine pouch on mucosal lesions caused by Swedish smokeless tobacco (snus) July 2022

<https://onlinelibrary.wiley.com/doi/full/10.1111/eos.12885>

“The presence of gingival retraction varied between 54% and 57% during the study.”

The Danish Dentist Association study 2017 concludes that 40% of Danish snus users showed oral health problems due to use.

“In 2017, the Danish Dental Association conducted a survey of 527 dentists regarding the oral effects of snus use. It found that four out of ten dentists had treated patients who showed oral cavity damage related to snus use. Mucosal changes and receding gingiva were the most common consequences. In addition, a third of dentists saw patients with discolored teeth.

Like cigarettes, snus contains nicotine and carcinogens. Susanne Kleist, chairperson of the Danish Dental Association, said in a press release: “Snus irritates the oral mucosa and can cause the gingiva to recede. Once the gingiva has receded and teeth have been exposed, it will not recover even if one stops using snus.”

Source: <https://nordic.dental-tribune.com/news/danish-dental-association-worried-about-irreversible-damage-caused-by-snus-use/>