

THE TOBACCO ABOUT-FACE



Operation Tobacco Free is a tobacco free initiative sponsored by TeaZa® Energy that serves to inspire healthy, tobacco free lifestyles through education, community outreach and support of youth sports and health programs. Join the movement!

Visit: TeaZaEnergy.com/OperationTobaccoFree.



535,000

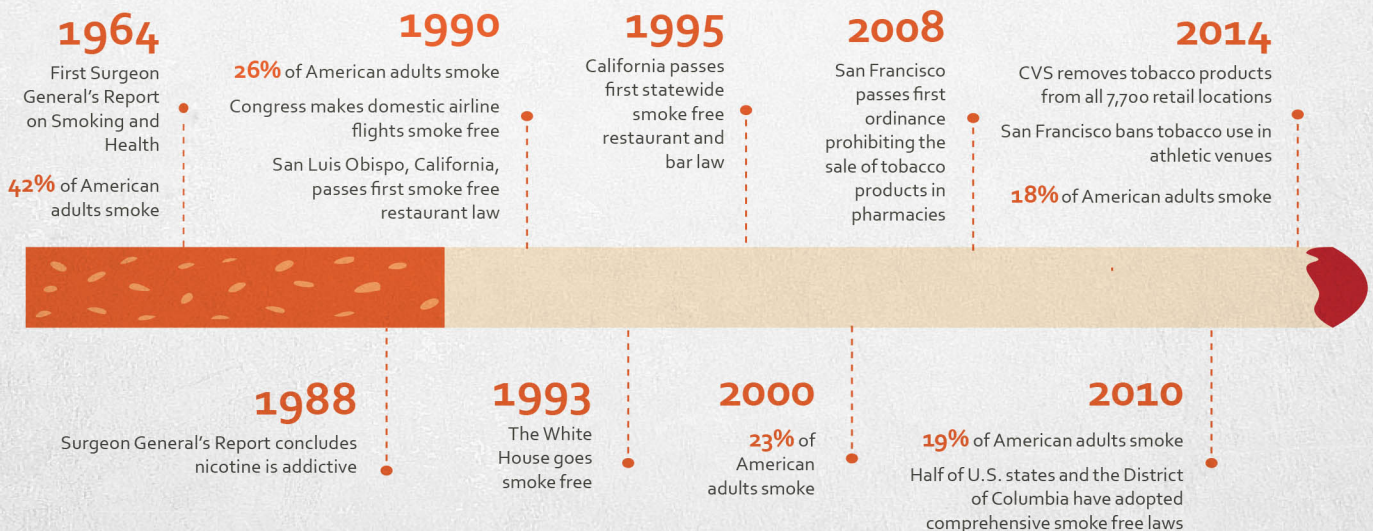
The number of Kids age 12-17 that try smokeless tobacco for the first time each year in the US.



50% of high school athletes use smokeless tobacco on the baseball field at the JV and varsity level.

UNITED STATES TOBACCO FREE TIMELINE

Tobacco free campaigns have successfully whittled down both cigarette and smokeless tobacco user populations.





1 in 3



major league baseball players used smokeless tobacco. Athletes are a large marketing source for smokeless tobacco, often seen on TV using it during a game.

Even baseball is doing its own tobacco about-face, contributing to the steady demand for tobacco alternatives.

San Francisco enacted a law April 2015 prohibiting the use of all tobacco products at all baseball venues and athletic fields within the city and county of San Francisco, including by fans and players.

Industry reports expect the US tobacco alternative market to grow from \$2 billion in 2015 to \$10 billion by 2017 and the global market to grow from \$14.94 billion in 2014 to

\$39.6 billion by 2024.



Tobacco alternatives provide healthy options for users to effectively supplement and/or quit their smoking and smokeless tobacco habits, which is something companies, communities, organizations and individuals can support in good conscience.



"Teaza is better tasting and far more satisfying. No withdrawals and no going back."—Keith S.

90% of customers are using TeaZa® to supplement their tobacco habit.

Dippers are doing the tobacco about-face with TeaZa®. Although being a tobacco alternative is not the purpose originally intended for users, the TeaZa® pouch is a similar size and shape to the pouches smokeless tobacco users are already familiar with.

"Struggled with nicotine for many years - Cigarettes to nic gum to chew to snus, but started TeaZa last fall and no more nicotine."—Ross C.

"I have chewed tobacco since I was a teenager and I am now 56. Thanks to TeaZa I have quit. I love the taste of the product and the extra energy boost is just amazing."—Mark J.

About TeaZa® Energy

Athletes, outdoorsmen, students, working stiffs and average Joe's use TeaZa® on the water, field or trails. TeaZa® is an herb and vitamin tea packaged in a small pouch that delivers smooth energy and focus with no crash and provides oral stimulation and hours of flavor to curb cravings for snacks and tobacco products. For more information visit TeaZaEnergy.com/OperationTobaccoFree.

Sources

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- Let's Make the next Generation Tobacco-free: Your Guide to the 50th Anniversary Surgeon General's Report on Smoking and Health. Surgeongeneral.gov.
- "Smokeless Tobacco." Smokeless Tobacco. American Cancer Society