

# Smokers' Preferences for Medicinal Nicotine vs Smokeless Tobacco

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**Objective:** To assess and compare smokers' interest in medicinal nicotine (MN) and smokeless tobacco (SLT) and preference between them. **Methods:** Two studies presented US smokers verbally with MN and SLT concepts and assessed their appeal as smoking substitutes. Both studies evaluated interest and preference between products, with attention to the hypothesis that SLT is preferred over MN. **Results:** Study 1 described well-known MN and SLT

products. Fifty-nine percent preferred MN and 22% SLT. Study 2 presented less familiar MN and SLT products. Forty-four percent preferred MN and 35% SLT. **Conclusions:** The data show that MN products, as presented to smokers in this study, are perceived to be more appealing to smokers.

**Key words:** smoking, nicotine replacement therapy, medicinal nicotine, smokeless tobacco, harm reduction

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