

other diseases of the oral cavity is inadequate. The presence of lead in smokeless tobacco may pose a special risk for the developing fetus.

Use of smokeless tobacco releases nicotine into the bloodstream and produces blood levels of nicotine comparable to those produced by smoking tobacco. The pri-

mary behavioral consequence of regular use of smokeless tobacco is long-term nicotine dependence and its associated health risks.

Use of smokeless tobacco is one of a number of health-endangering behaviors that frequently coincide, raising the clear potential for long-term and serious consequences. ©

Editor's Note

Comprehensive Smokeless Tobacco Health Education Act of 1986

On February 28, 1986, President Reagan signed into law the Comprehensive Smokeless Tobacco Health Education Act of 1986, banning radio and television advertising of chewing tobacco within six months, and requiring that warning labels be printed on all smokeless tobacco packages and print advertisements within one year.

The health warning labels, required for the first time, will read:

WARNING:

This product may cause mouth cancer.

WARNING:

This product may cause gum disease and tooth loss.

WARNING:

This product is not a safe alternative to cigarettes.