

Study to Quantitatively Assess Tobacco Heating System 2.2 Potential Messages

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Introduction

Philip Morris International (PMI) is developing “Tobacco Heating System 2.2” (THS 2.2). Communicating the risk profile of THS 2.2 is an important element in gaining acceptance of the product by adult smokers. However, it is also essential that such communications do not encourage initiation among adult non-smokers and do not discourage quitting. This study evaluated THS 2.2 “Messages”, intended to aid the development of marketing materials, in terms of:

1. Intention to use THS 2.2 (within different subject groups)
2. Change in Intention to Quit conventional cigarettes (CC ; within adult smokers)
3. Comprehension
4. Perceived risks of THS 2.2 and comparators (within different subject groups)

Methods

- Five arm experiment in the US, in a total of 1,713 subjects, with each arm corresponding to one THS 2.2 Message. The sample was stratified by smoking status, age, sex and city.
- Data were acquired by computer-assisted personal and self interviews.
- Main Sample: 1,434 subjects
- Legal age-25 years Adult Never Smokers Sample: 358 subjects
- Study was approved by an Institutional Review Board

Example of a THS 2.2 Message

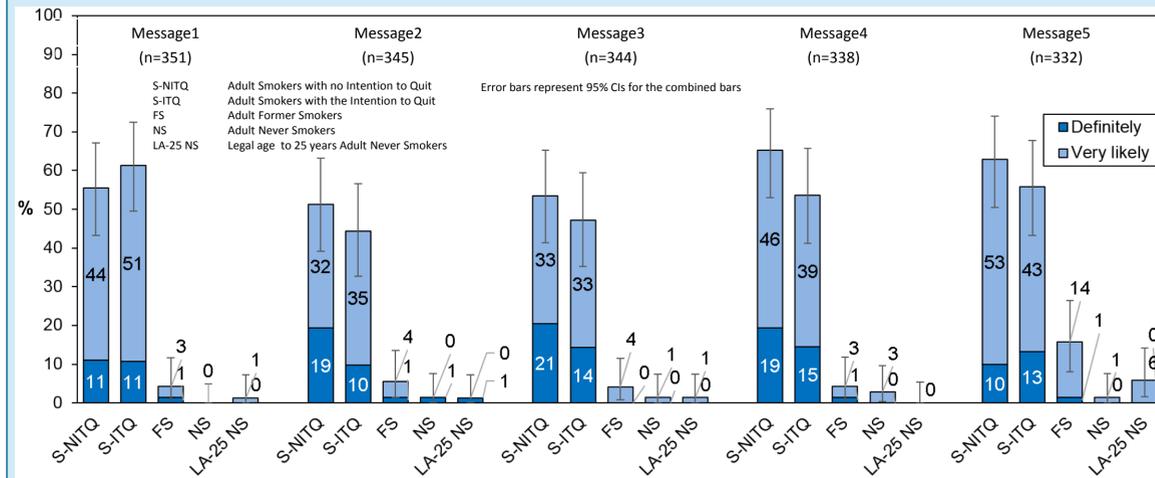
<p>What is THS 2.2?</p> <ul style="list-style-type: none"> • THS 2.2 is a specially designed, innovative tobacco product. With this product, you still get the flavor and taste satisfaction you expect from smoking cigarettes. <p>How does THS 2.2 work?</p> <ul style="list-style-type: none"> • The THS 2.2 tobacco stick is inserted into a holder which heats the tobacco to release its flavor. Each tobacco stick lasts about as long as a cigarette. 	<p>Who is THS 2.2 for?</p> <ul style="list-style-type: none"> ✓ It is for smokers who want to continue using tobacco <p>Who is THS 2.2 not for?</p> <ul style="list-style-type: none"> ✗ It is not for smokers who want to quit ✗ It is not for ex-smokers ✗ It is not for non-smokers
<p>What is the available evidence to date?</p> <ul style="list-style-type: none"> • THS 2.2 heats tobacco but does not burn it. • This significantly reduces the production of harmful or potentially harmful chemicals. • Scientific studies have shown that switching completely from cigarettes to THS 2.2 significantly reduces your body's exposure to harmful or potentially harmful chemicals. 	
<p>IMPORTANT WARNING</p> <ul style="list-style-type: none"> • It has not been demonstrated that switching to THS 2.2 reduces the risk of developing tobacco-related diseases compared to smoking cigarettes. • THS 2.2 tobacco sticks contain nicotine which is addictive. • Using THS 2.2 can harm your health. 	

THS 2.2 Message Sections

	Message 1	Message 2	Message 3	Message 4	Message 5
	Reduced exposure claim				Reduced risk claim
Evidence	With the exception of nicotine, with THS 2.2 there is a significant reduction in the production of harmful or potentially harmful chemicals	With the exception of nicotine, with THS 2.2 there is a significant reduction in the production of harmful or potentially harmful chemicals	Scientific studies have shown that switching completely from cigarettes to THS 2.2 significantly reduces your body's exposure to harmful or potentially harmful chemicals	Scientific studies have shown that switching completely from cigarettes to THS 2.2 significantly reduces your body's exposure to harmful or potentially harmful chemicals	Scientific studies have shown that switching completely from cigarettes to THS 2.2 can reduce the risks of tobacco-related diseases
Warning	It has not been demonstrated that switching to THS 2.2 reduces the risk of developing tobacco-related diseases compared to smoking cigarettes	A significant reduction in the production of harmful chemicals compared to cigarettes, does not mean a reduction in the risk of developing tobacco-related diseases	It has not been demonstrated that switching to THS 2.2 reduces the risk of developing tobacco-related diseases compared to smoking cigarettes	A significant reduction in your body's exposure to harmful chemicals compared to cigarettes, does not mean a reduction in the risk of developing tobacco-related diseases	Reduced risk does not mean no risk. The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use

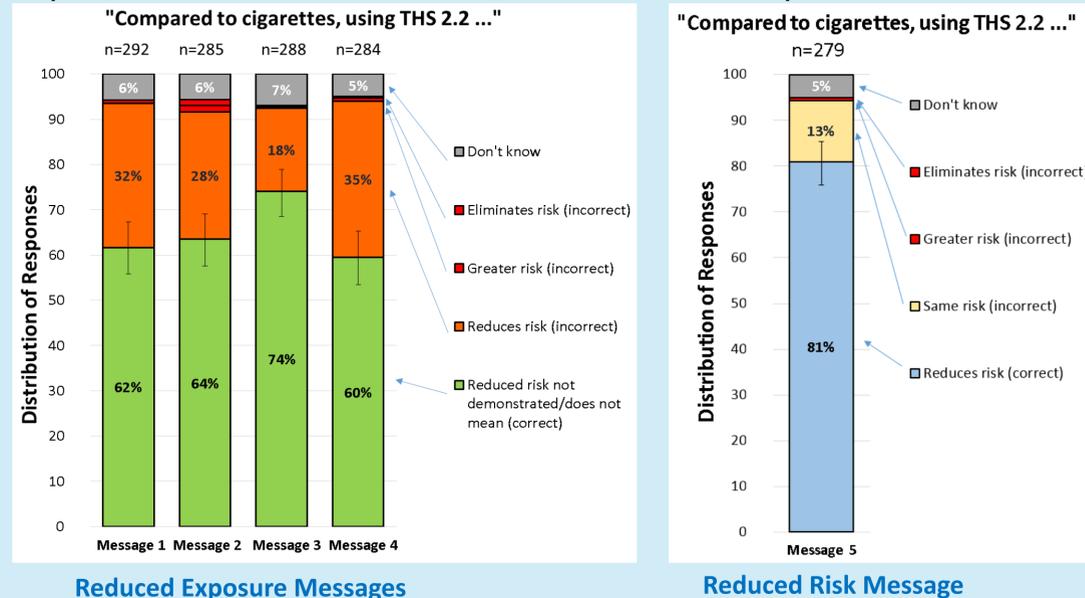
Results

Intention to Use THS 2.2 Regularly



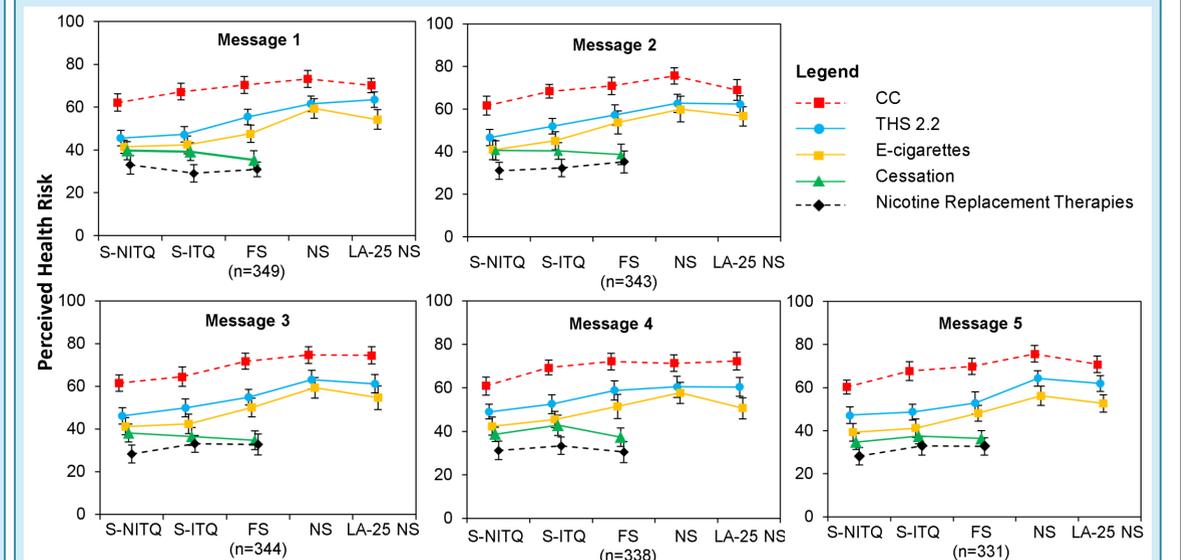
Intention to Quit: ≥83% of Adult Smokers with Intention to Quit still wanted to quit after exposure to the THS 2.2 Messages

Comprehension on Risk of Tobacco-Related Diseases of THS 2.2 Compared to CC



Comprehension was 76% to 97% within the Main Sample (n=1,434) that 1) THS 2.2 heats tobacco but does not burn it; 2) No significant reduction in nicotine; 3) Significant reduction in Harmful and Potentially Harmful Constituents; 4) THS 2.2 tobacco sticks contain nicotine, which is addictive; 5) Using THS 2.2 can harm your health; 6) The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use.

Perceived Health Risk of THS 2.2 and Comparators



Conclusions

THS 2.2 Messages were associated with:

1. Substantial levels of **Intention to Use THS 2.2** within Adult Smokers with No Intention to Quit CC
2. Low levels of **Intention to Use THS 2.2** within Adult Former Smokers and Adult Never Smokers
3. Substantial levels of **Intention to Use THS 2.2** within Adult Smokers with the Intention to Quit, but still a high level of Intention to Quit Smoking, post-exposure to the messages
4. Patterns of **Risk Perception** indicating that THS 2.2 was considered lower than CC but higher than the lowest risk comparators (NRTs/Cessation)

In addition, for Messages 3 and 5, **Comprehension** was high (74% and 81% respectively) on the risks of tobacco-related diseases associated with THS 2.2 compared to CC.