

Intention to Use the Tobacco Heating System, Associated with Variants of a Potential Product Brochure

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Introduction and Objectives

The Tobacco Heating System (THS) is a candidate Modified Risk Tobacco Product (M RTP). A premarket assessment of the public health impact of an MRTP must consider projected patterns of use, associated with marketing material, within adult smokers and adult non-smokers.

Tobacco Heating System (THS)



Methods

Three 5-arm experiments in the US (n=943, 933, 958) assessing variations of a potential THS Brochure.

The potential THS Brochure

The potential THS Brochure is a multipage informational pamphlet with the purpose to educate adult smokers on THS, including information on THS characteristics and functioning, to provide risk information, and to communicate to adult smokers how THS is differentiated from conventional cigarettes and e-cigarettes.

Claims of the different studies

	Study 1	Study 2	Study 3
Claim summary	Reduced risk of disease	Less risk of harm	Reduced exposure to HPHCs
Claim text	<ul style="list-style-type: none"> The iQOS system heats tobacco but does not burn it. This significantly reduces the production of harmful and potentially harmful chemicals. Scientific studies have shown that switching completely from conventional cigarettes to the iQOS system can reduce the risks of tobacco-related diseases. 	<ul style="list-style-type: none"> Switching completely to iQOS presents less risk of harm than continuing to smoke cigarettes. 	<ul style="list-style-type: none"> The iQOS system heats tobacco but does not burn it. This significantly reduces the production of harmful and potentially harmful chemicals. Scientific studies have shown that switching completely from conventional cigarettes to the iQOS system significantly reduces your body's exposure to harmful and potentially harmful chemicals.
PMI Warning	<ul style="list-style-type: none"> Reduced risk does not mean no risk. The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use." HeatSticks™ contain nicotine which is addictive. Using the iQOS system can harm your health. 	<ul style="list-style-type: none"> Less risk of harm does not mean no risk of harm. The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use. HeatSticks™ contain nicotine which is addictive. 	<ul style="list-style-type: none"> It has not been demonstrated that switching to the iQOS system reduces the risk of developing tobacco-related diseases compared to smoking conventional cigarettes. HeatSticks™ contain nicotine, which is addictive. Using the iQOS system can harm your health.

In each study:

- Arm 1 corresponded to: THS Brochure with one of the four Surgeon General's Warnings rotated
- Arm 2 corresponded to: THS Brochure with a proposed PMI Warning
- Sample was stratified by smoking status, age, sex and city
- Data were acquired by computer-assisted self interviews
- Study was approved by an Institutional Review Board

Groups:

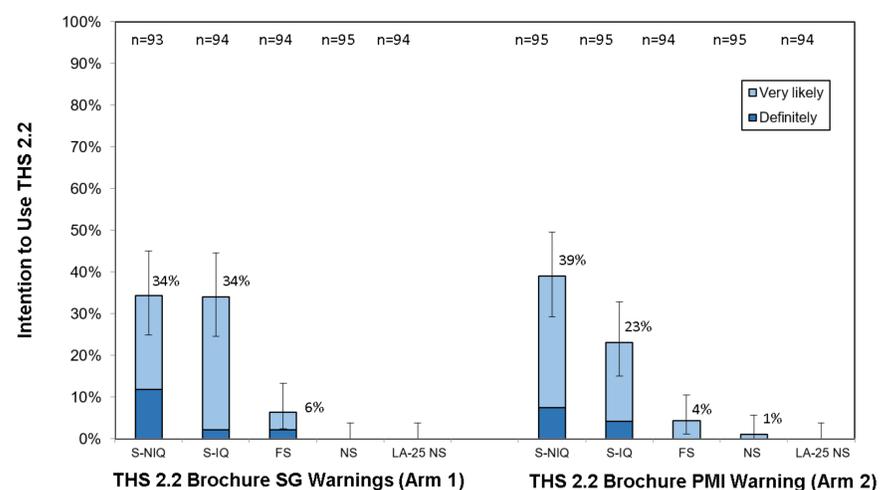
1. Adult Smokers with no Intention to Quit CC (S-NITQ)
2. Adult Smokers with the Intention to Quit CC (S-ITQ)
3. Adult Former Smokers (FS)
4. Adult Never Smokers (NS)
5. Young Adult Never Smokers from the legal smoking age to 25 years (LA-25 NS)

Intention to Use THS measured by the question:

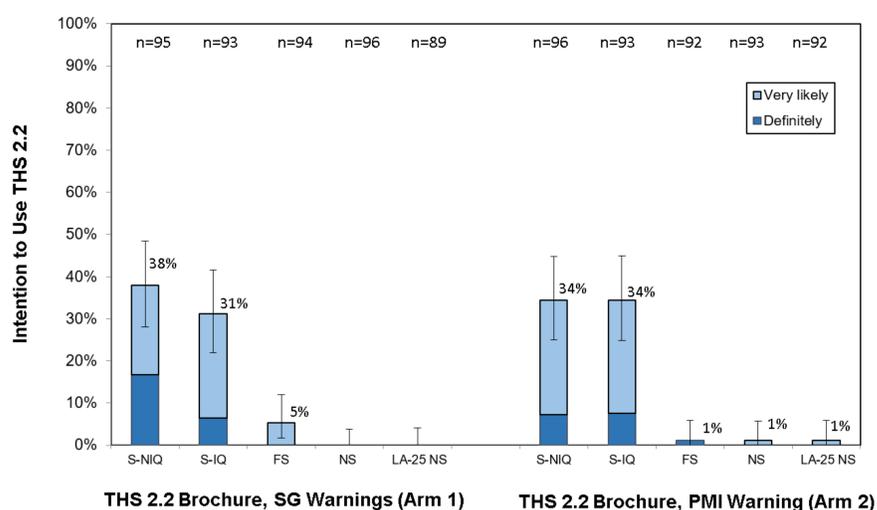
If you try iQOS and like it, and taking into consideration the prices that are shown on the material, how likely or unlikely are you... to use iQOS regularly
6 response options ranging from *Definitely not* to *Definitely*

Results

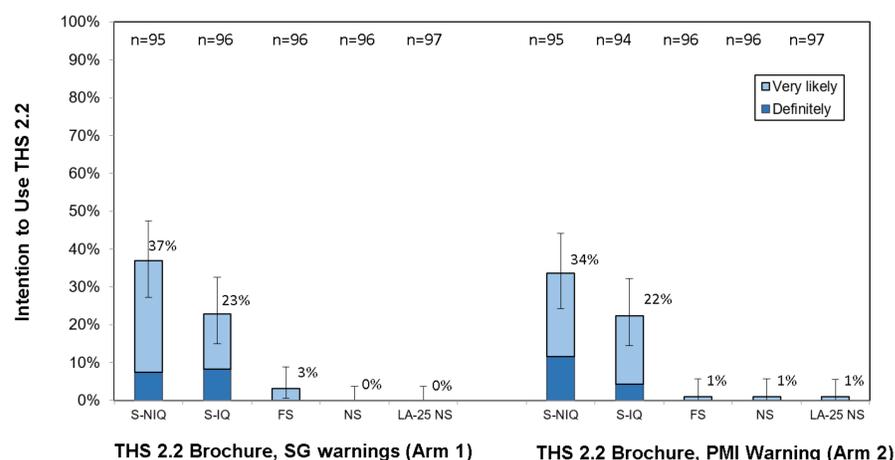
Study 1 (Reduced risk of tobacco-related diseases claim)



Study 2 (Reduced risk of harm claim)



Study 3 (Reduced exposure to HPHCs claim)



Intention to Use THS associated with potential THS Brochures

Conclusions

The three studies showed different intention to use between smokers and non-smokers for all different potential versions of the THS Brochure. Smokers consistently show a substantial level of intention to use, and all non-smoking groups indicated low or very low levels of intention to use.