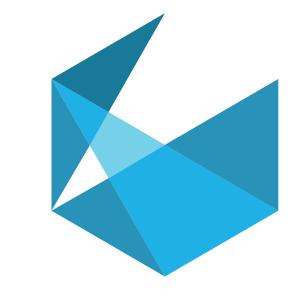
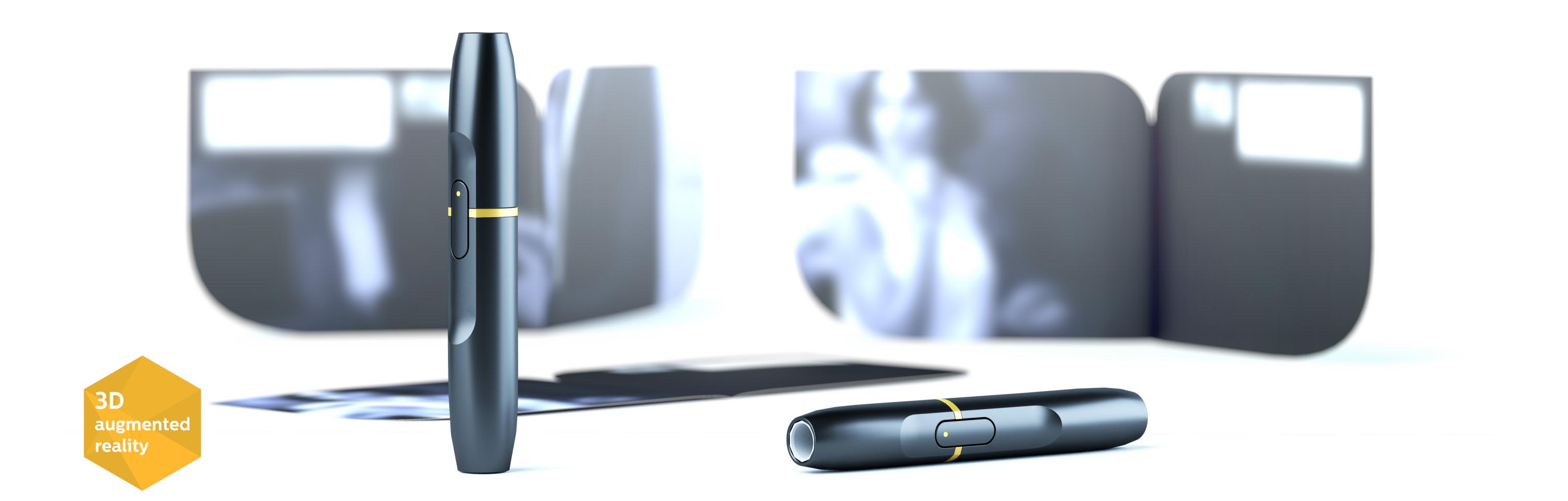
Intention to Use the Tobacco Heating System, Associated with Variants of a Potential Product Brochure





F. Beacher¹, P. Magnani¹, A. Ramazzotti¹, R. Weitkunat², G. Kallischnigg³, S. Colman⁴, T. Alfieri⁴

- Philip Morris International Management S.A., Lausanne, Switzerland,
- Philip Morris Products S.A., Neuchâtel, Switzerland, 2
- ARGUS Statistics and Information Systems in Environment and 3 Public Health, Berlin, Germany,
- Covance Market Access Services. Gaithersburg, MD, United States 4 of America
- 1 and 2 are part of the Philip Morris International group of companies



Three 5-arm experiments were conducted in the US. Here we present data from the two study arms on variants of a potential THS Brochure (n=943, 933, 958). The potential THS Brochure provided information on THS characteristics, risks, and the differences with cigarettes.

IN EACH STUDY:

- Arm 1 corresponded to: THS Brochure with one of the four Surgeon General Warnings rotated
- Arm 2 corresponded to: THS Brochure with a proposed PMI Warning

- Adult Never Smokers (NS) 4
- Young Adult Never Smokers from the legal smoking age to 25 years (LA-25 NS)

INTENTION TO USE:

Intention to Use THS was 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*.

Intro

The Tobacco Heating System (THS) is a candidate Reduced-Risk Product (RRP). A premarket assessment of an RRP's public health impact must consider projected use patterns associated with marketing material for adult smokers and non-smokers.

- Sample was stratified by smoking status, age, sex and city
- Data were acquired by computer-assisted self-interviews 4
- The study was approved by an Institutional Review Board 5.

GROUPS (FOR ALL ARMS):

- Adult Smokers with no Intention to Quit CC (S-NITQ)
- Adult Smokers with the Intention to Quit CC (S-ITQ) 2.
- Adult Former Smokers (FS)

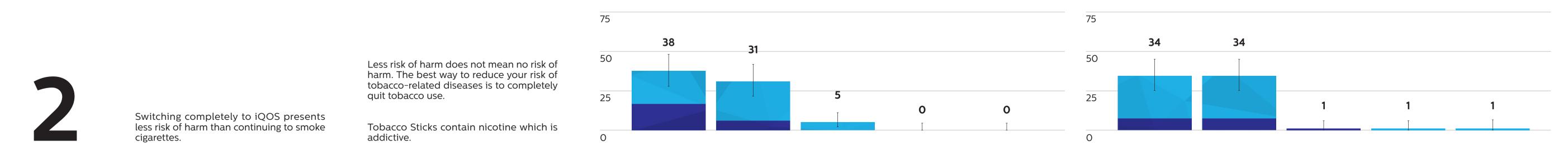
Conclusions

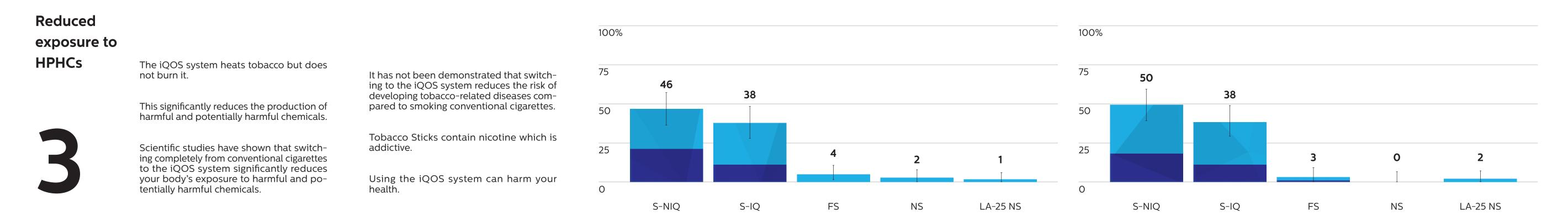
The three studies consistently reported that smoker groups indicated a substantial level of Intention to Use, and non-smoking groups indicated low or very low levels of Intention to Use THS.

Results: Intention to use THS

Reduced	Claim text	PMI Warning	THS 2.2 Brochure, SG Warning (Arm 1)	THS 2.2 Brochure, PMI Warning (Arm 2)
risk of disease			100%	100%
	The iQOS system heats tobacco but does not burn it.	Reduced risk does not mean no risk.	75	75
1		The best way to reduce your risk of tobac-	34 34	39
	This significantly reduces the production of harmful and potentially harmful chemicals.	co-related diseases is to completely quit tobacco use.	50	50 23
	Scientific studies have shown that switch- ing completely from conventional cigarettes to the iQOS system can reduce the risks of	Tobacco Sticks contain nicotine which is addictive.		25 4 1 O
	tobacco-related diseases.	Using the iQOS system can harm your health.	0	0

Less risk of





Reduced-Risk Products ("RRPs") is the term we use to refer to products that present, are likely to present, or have the potential to present less risk of harm to smokers who switch to these products versus continued smoking. We have a range of RRPs in various stages of development, scientific assessment and commercialization. Because our RRPs do not burn tobacco, they produce far lower quantities of harmful and potentially harmful compounds than found in cigarette smoke

For the competing financial interest see the supplementary brochure

Global Forum on Nicotine June 15–17, Warsaw, Poland

Very likely Definitely