Perceived Health Risk of the Tobacco Heating System and Comparators, Associated with Variants of a Potential Product Brochure



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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 the risk perceptions associated with marketing material, because risk perceptions are likely to influence use patterns.

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

GROUPS (FOR ALL ARMS):

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

PERCEIVED HEALTH RISK:

The Perceived Health Risk was measured for THS and comparators (CC, e-cigarettes, NRTs and Cessation) using the Perceived Risk Instrument Personal Risk (PRI-P), a self-report psychometrically validated instrument developed by PMI. The instrument was composed of an 18-item Perceived Health Risk scale, producing a Rasch score between 0 (No Risk) and 100 (Very High Risk)

Conclusions

The potential versions of the THS Brochure were associated with a consistent overall pattern of Perceived Health Risk, with CC being rated highest, the THS being rated next highest and NRTs and Cessation being rated lowest.

Methods

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. The brochure carried a claim specific to each study and a warning, which was either a proposed PMI warning or one of the Surgeon General's four warnings

IN EACH STUDY:

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

3D augmented reality

Results: Perceived health risk



Claim text

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.

PMI Warning

addictive.

Reduced risk does not mean no risk.

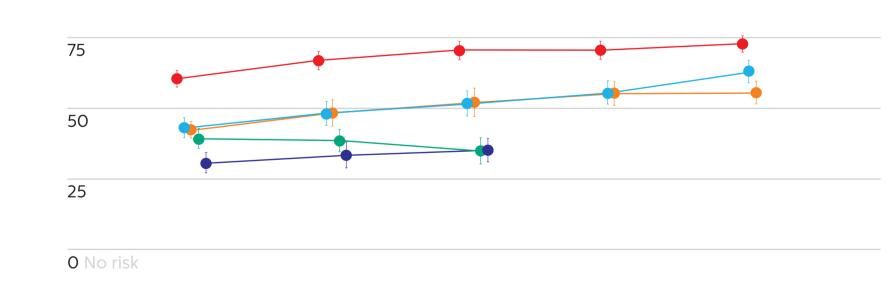
The best way to reduce your risk of tobac-co-related diseases is to completely quit tobacco use.

Tobacco Sticks contain nicotine which is

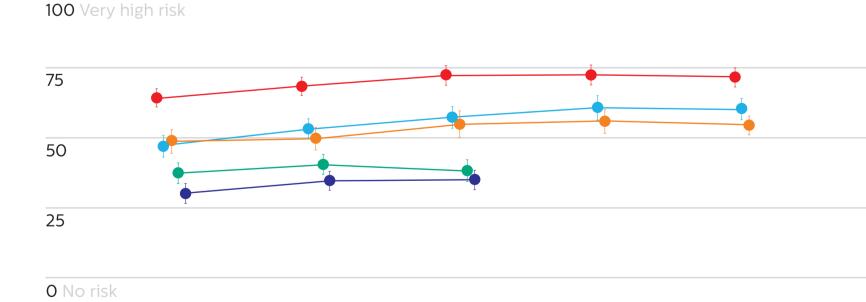
Using the iQOS system can harm your health.

THS 2.2 Brochure, SG Warning (Arm 1)

100 Very high risk



THS 2.2 Brochure, PMI Warning (Arm 2)



Less risk of harm

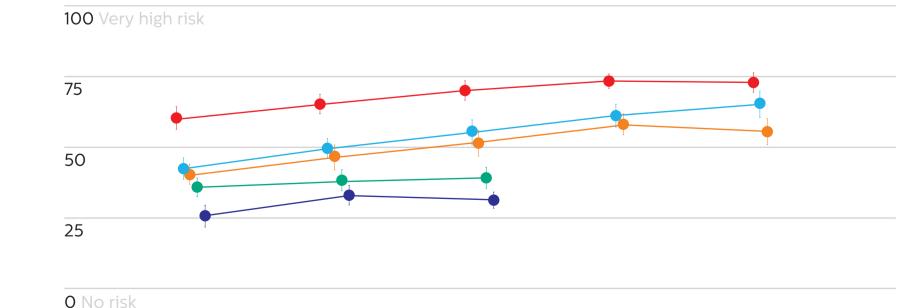
7

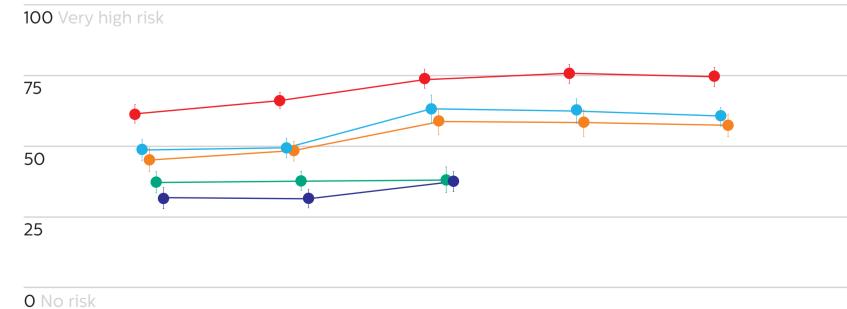
Switching completely to iQOS presents less risk of harm than continuing to smoke

cigarettes.

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.

Tobacco Sticks contain nicotine which is





Reduced exposure to

HPHCs

The iQOS system heats tobacco but does not burn it.

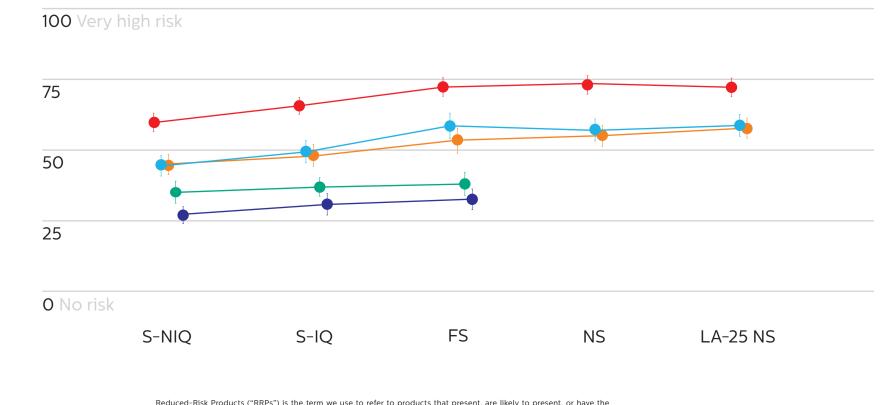
This significantly reduces the production of harmful and potentially harmful chemicals.

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.

It has not been demonstrated that switching to the iQOS system reduces the risk of developing tobacco-related diseases compared to smoking conventional cigarettes.

Tobacco Sticks contain nicotine which is addictive.

Using the iQOS system can harm your



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

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