

Post Market Assessment of the Tobacco Heating System 2.2 (THS) Use in Japan



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Introduction

Philip Morris Products S.A. (PMP S.A.) is developing novel tobacco and nicotine-containing products that have the potential to reduce harm from, or the risk of tobacco-related disease compared with, smoking cigarettes.

Presently, two observational studies are underway in Japan, where THS has been marketed since November 2014 under the name of IQOS: a cohort study and a cross-sectional survey. The cohort study is a five-year prospective follow-up of Japanese adults legally authorized to purchase tobacco products, which will describe use patterns for tobacco and nicotine-containing products and self-reported health outcomes in cigarette (CC) smokers and THS users.

The cross-sectional survey aims to assess the current prevalence and patterns of tobacco/nicotine-containing product use. The survey will be repeated over a period of 3 years and includes a representative sample of the general population and a convenience sample of THS users.

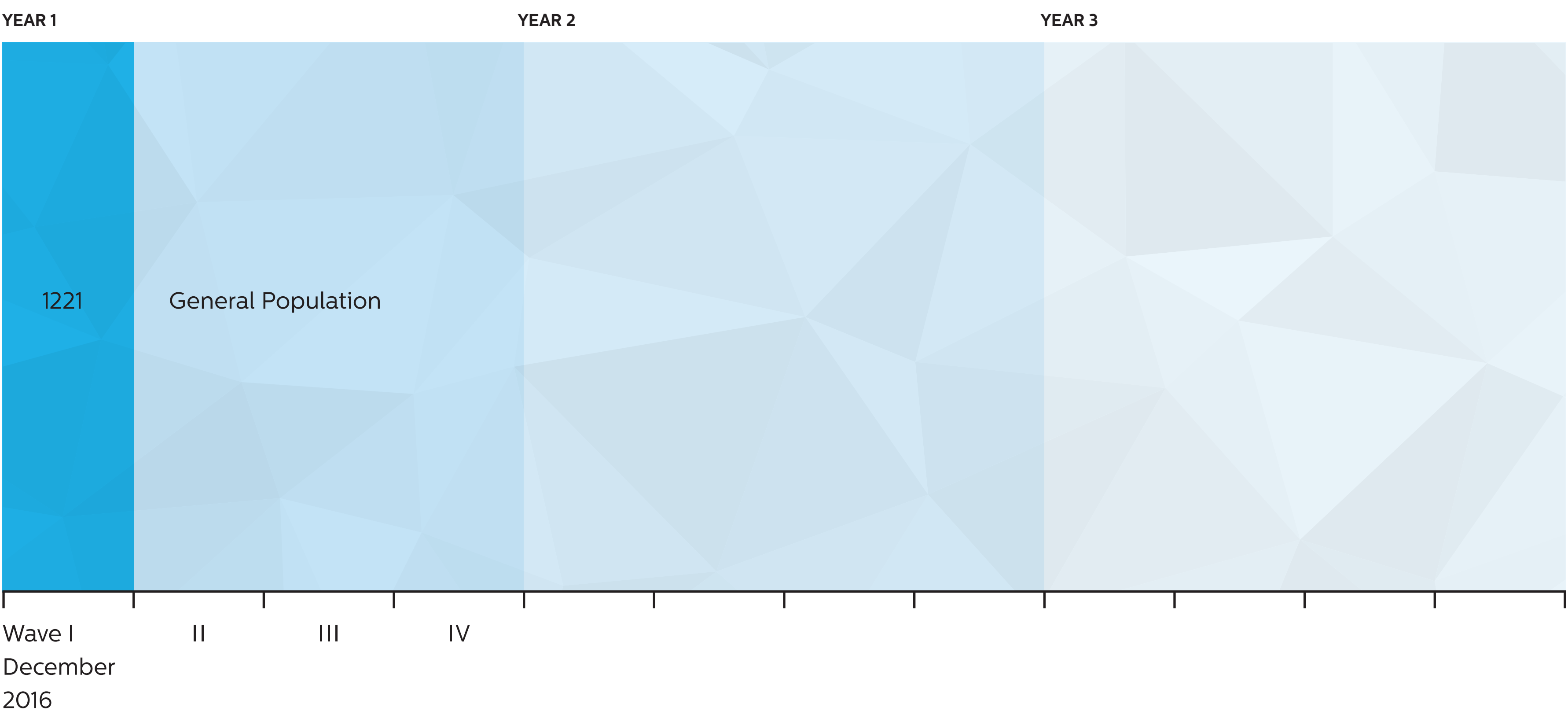
These studies are part of an assessment program for marketed products.

Program overview and first results

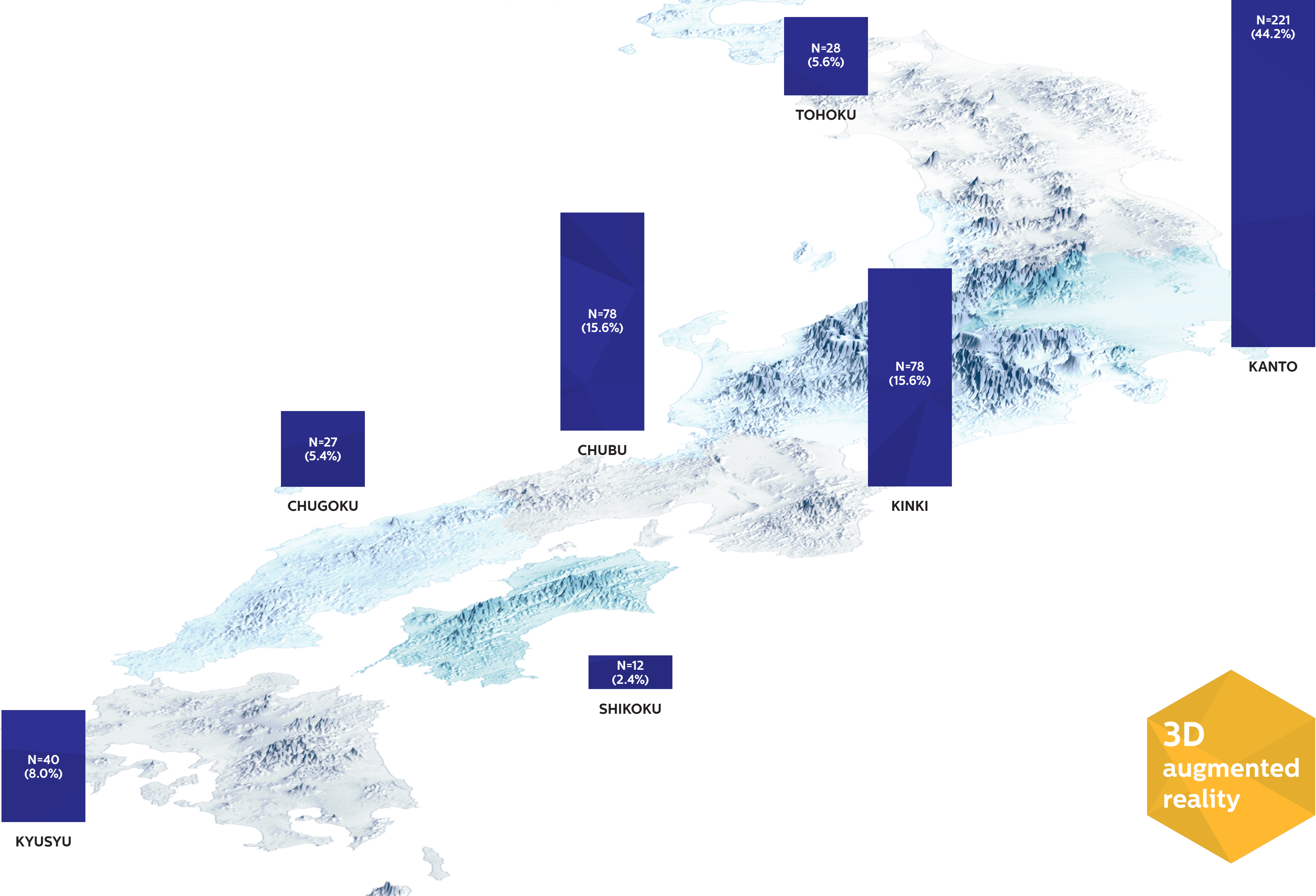
CROSS-SECTIONAL SURVEY

The cross-sectional survey aims to assess current prevalence and patterns of tobacco product use. The survey will be repeated over a period of 3 years and includes a representative sample of the general population and a convenience sample of THS users. For the cross-sectional surveys, analysis of data from the first wave of year one has been completed.

Cross-sectional survey timeline

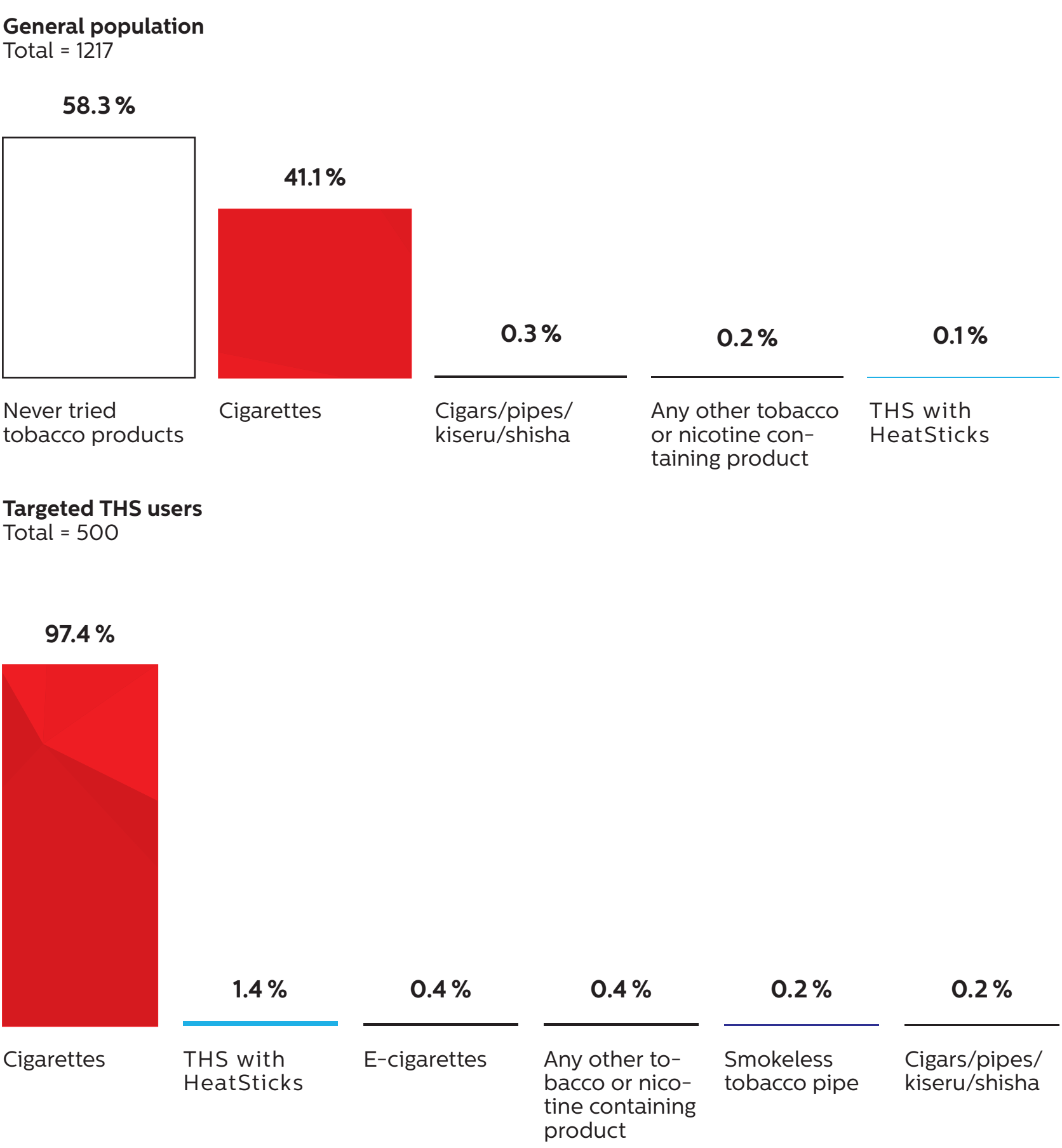


DISTRIBUTION OF THS USERS IN THE THS TARGETED SAMPLE BY REGION (N=500)



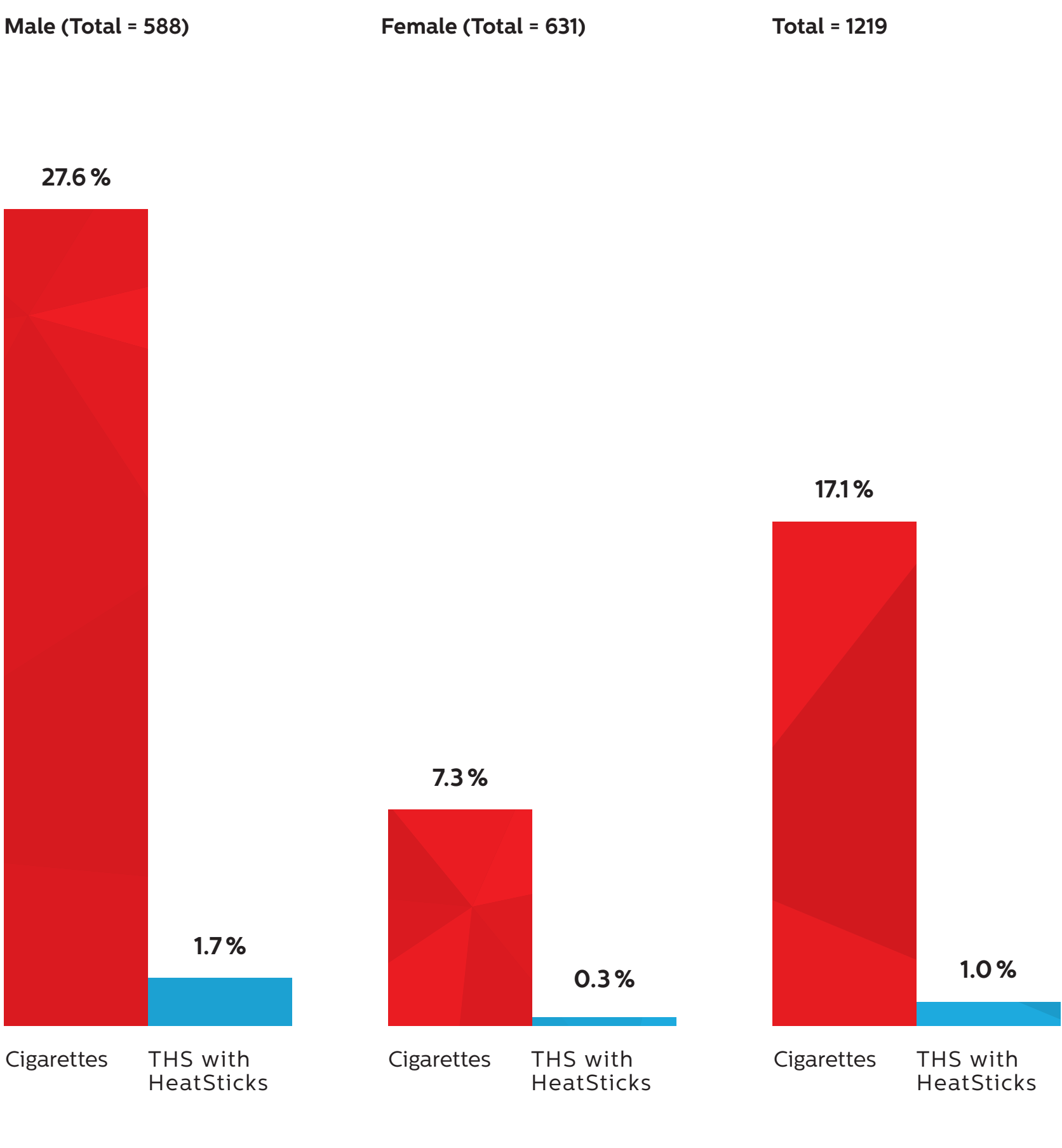
3D augmented reality

FIRST PRODUCT USE



In the general population sample, 500 respondents (41%) had ever used at least one tobacco or nicotine containing product. The great majority (98.6% of users and 41.4% of the total sample) and only 0.2% of users (and 0.1% of the total sample) had started with the use of THS with HeatSticks. In the THS targeted sample 97.4% of the sample had started tobacco or nicotine containing product use with cigarettes and 1.4% with THS with HeatSticks

PREVALENCE OF TOBACCO OR NICOTINE CONTAINING PRODUCT USE



The prevalence of tobacco or nicotine containing product use was evaluated only in the general population sample. The prevalence on current smoking was 17.1% in the total population, 27.6% in men and 7.3% in women. The prevalence of use of THS was 1% in the total population, 1.7% in men and 0.3% in women. The prevalence of use of e-cigarettes was 0.5% in the total population, 0.5% in men and 0.5% in women. Any other tobacco use prevalence was 2.3% in the total population, 4.1% in men and 0.6% in women.

Conclusions

The post market assessment studies of THS in Japan have started and have proven feasible. The first results of the cohort study will be available by the end of this year. The results from the first wave of the first year of the Japanese cross-sectional survey showed a prevalence of smoking of 17.1% in the general population and 27.6% in men and 7.3% in women. Additionally, the prevalence of use of THS was 1% in the total population, 1.7% in men and 0.3% in women. These results on the prevalence of smoking confirm those reported by the Japanese Health and Nutrition Survey of 2015 where the smoking prevalence was 17.0% (1). Furthermore, this survey is the first to report the frequency of THS use in the general population and to evaluate patterns of use of THS in conjunction with other tobacco and nicotine containing products in the Japanese population.