

Study To Assess Tobacco Heating System 2.2 Potential Messages

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OBJECTIVE

This study evaluated Tobacco Heating System (THS2.2) “Messages”, intended to aid the development of marketing materials, in terms of:

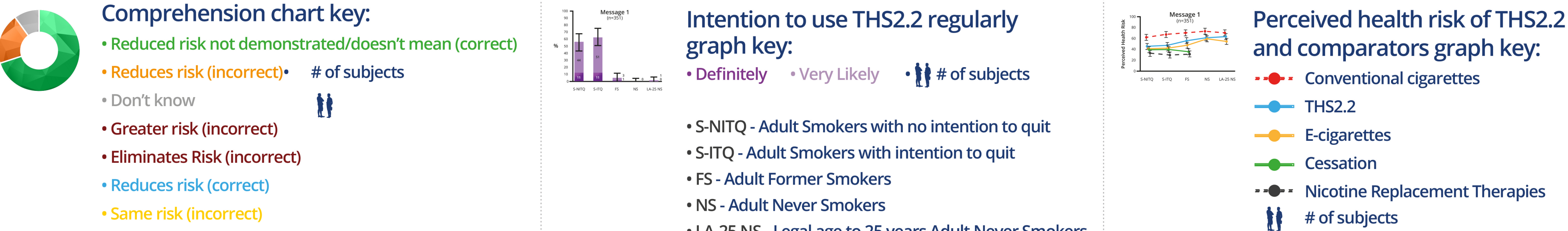
- Intention to use THS2.2 (within different subject groups)
- Change intention to quit cigarettes (CC; within adult smokers)
- Comprehension
- Perceived risks of THS2.2 and comparators (within different subject groups)



1 Subjects were given messages including evidence and a warning

2 Subject’s message interpretation was evaluated

How to interpret the data



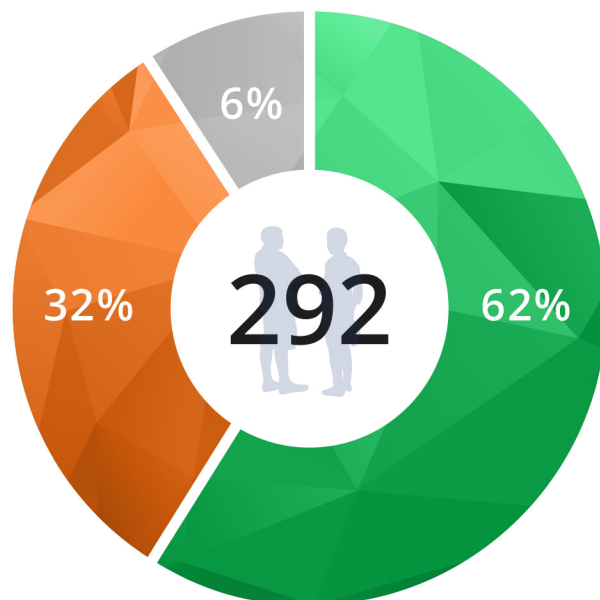
Reduced exposure claim :

Reduced exposure claim message 1

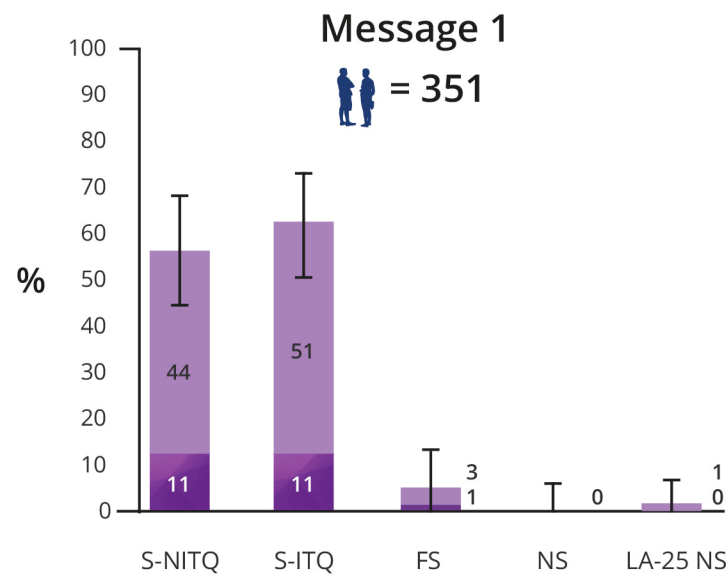
Evidence: With the exception of nicotine with THS2.2 there is a significant reduction in the production of harmful or potentially harmful chemicals

Warning: It has not been demonstrated that switching to THS2.2 reduces the risk of developing tobacco-related diseases compared to smoking cigarettes

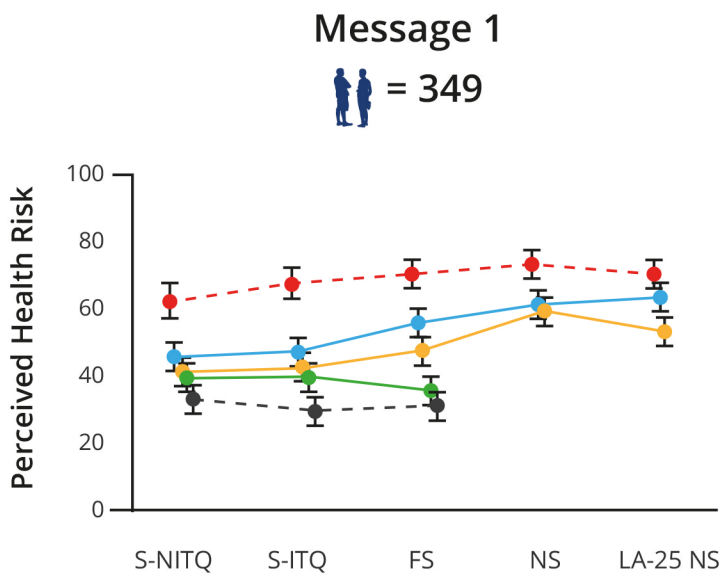
Comprehension:



Intention to use THS2.2 regularly:



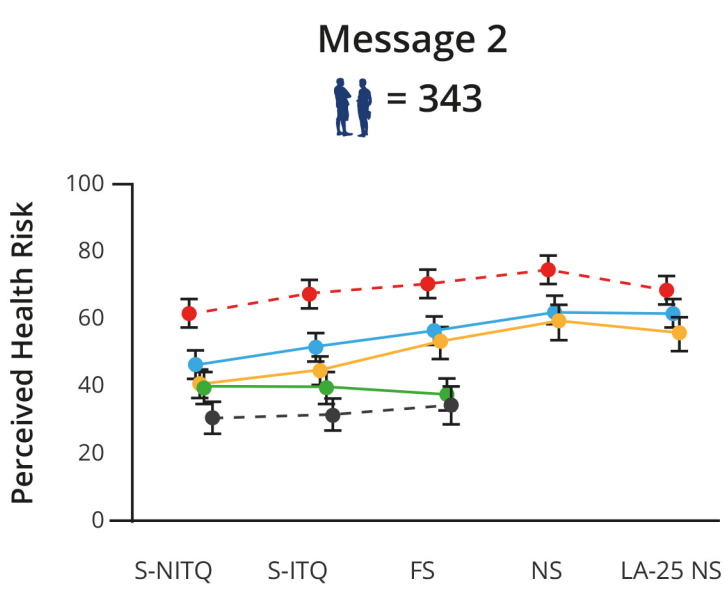
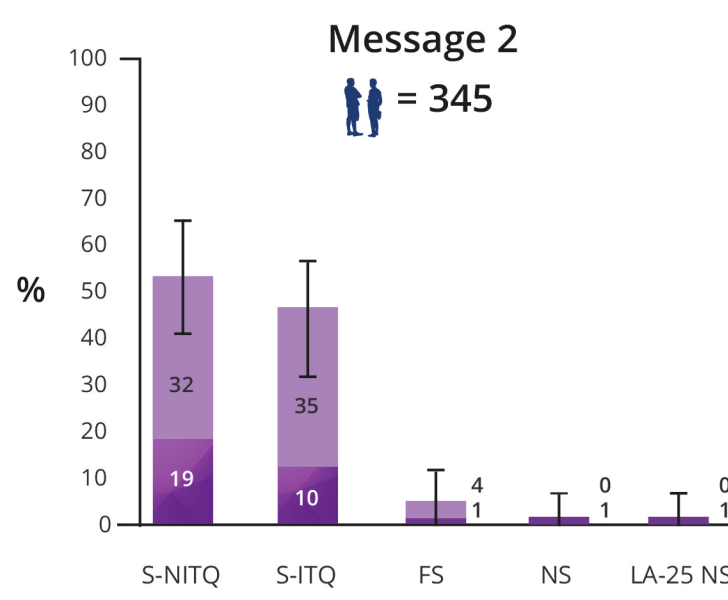
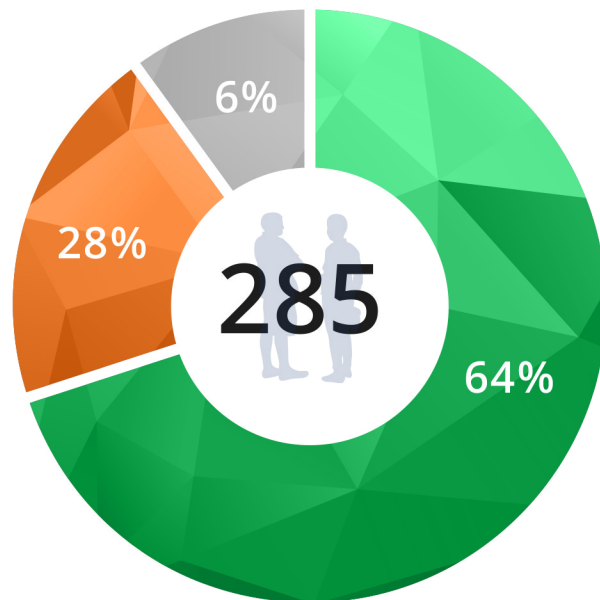
Perceived health risk:



Reduced exposure claim message 2

Evidence: With the exception of nicotine with THS2.2 there is a significant reduction in the production of harmful or potentially harmful chemicals

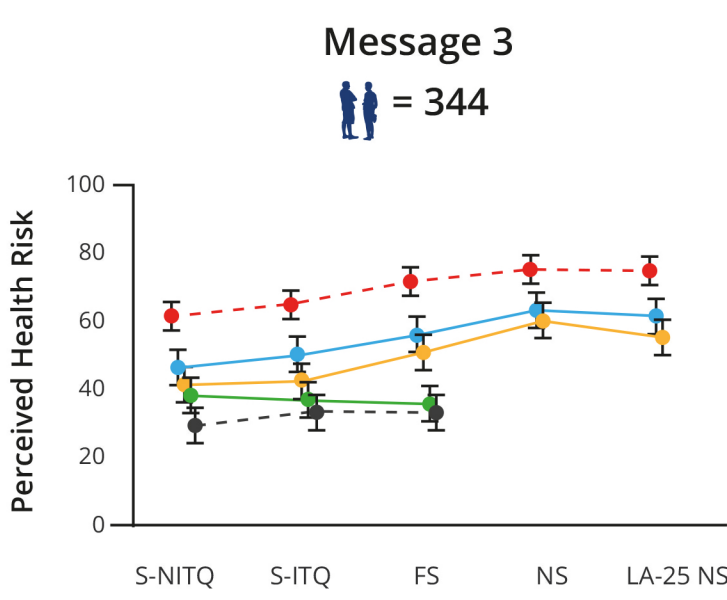
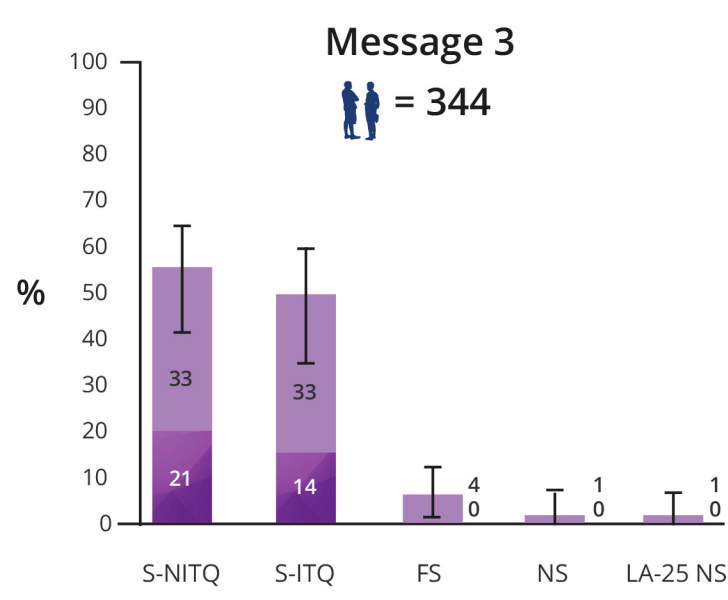
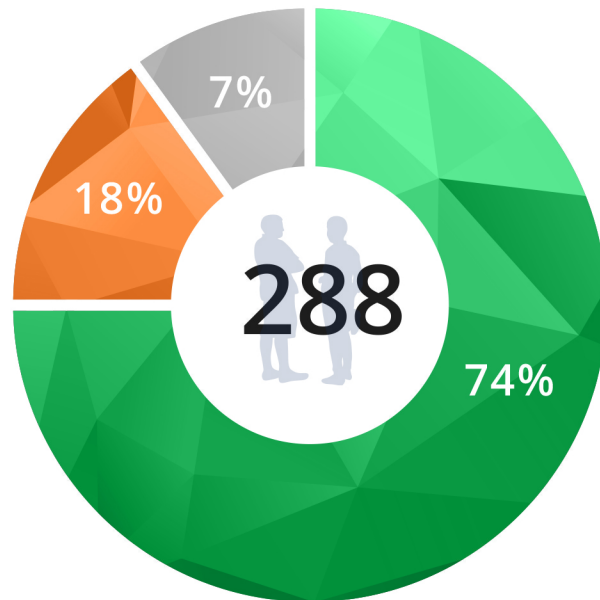
Warning: A significant reduction in the production of harmful chemicals compared to cigarettes, does not mean a reduction in the risk of developing tobacco-related diseases



Reduced exposure claim message 3

Evidence: Scientific studies have shown that switching completely from cigarettes to THS2.2 significantly reduces your body's exposure to harmful or potentially harmful chemicals

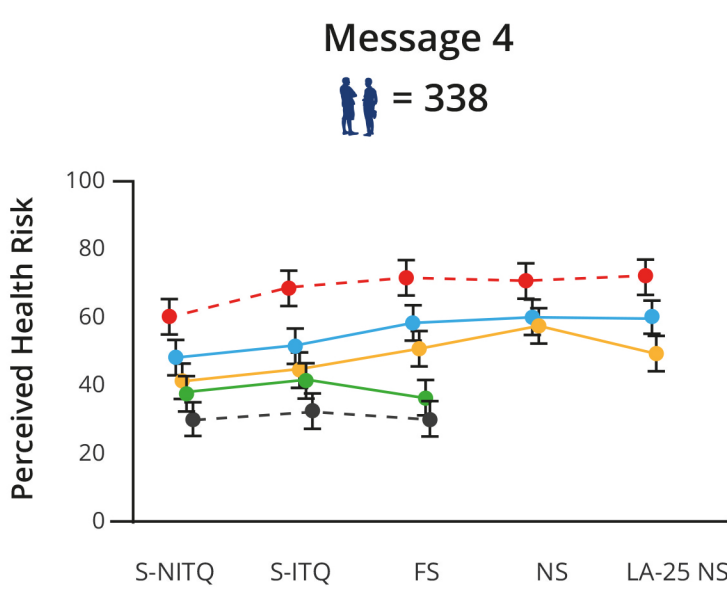
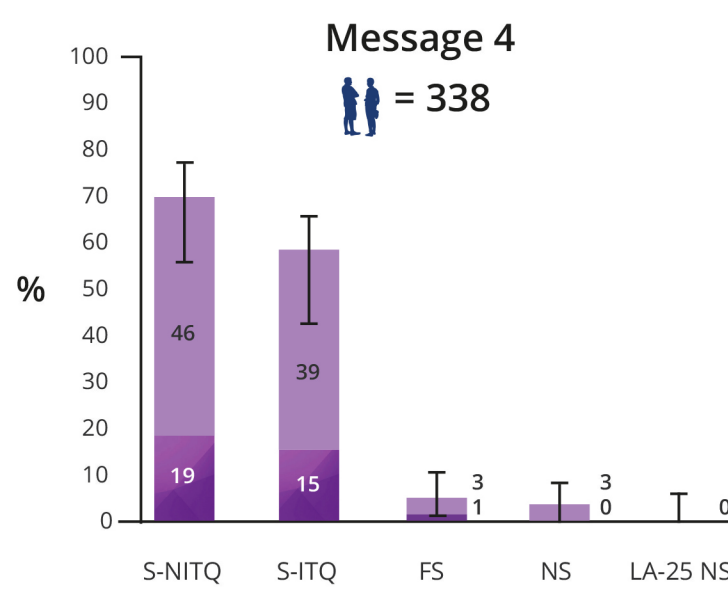
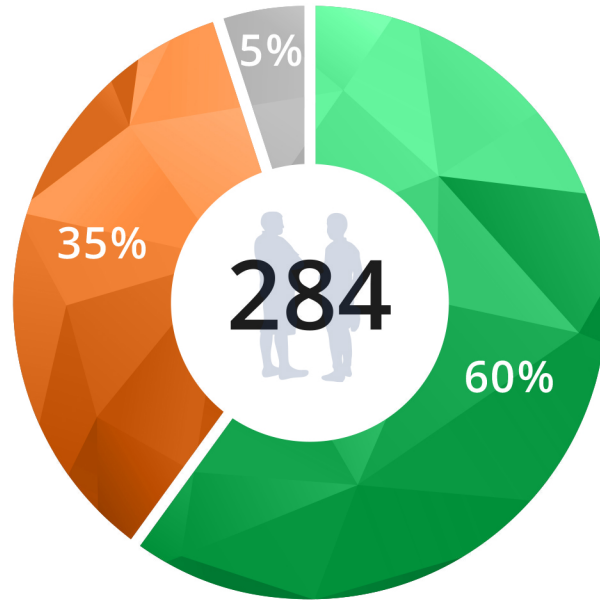
Warning: It has not been demonstrated that switching to THS 2.2 reduces the risk developing tobacco-related diseases compared to smoking cigarettes



Reduced exposure claim message 4

Evidence: Scientific studies have shown that switching completely from cigarettes to THS2.2 significantly reduces your body's exposure to harmful or potentially harmful chemicals.

Warning: 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

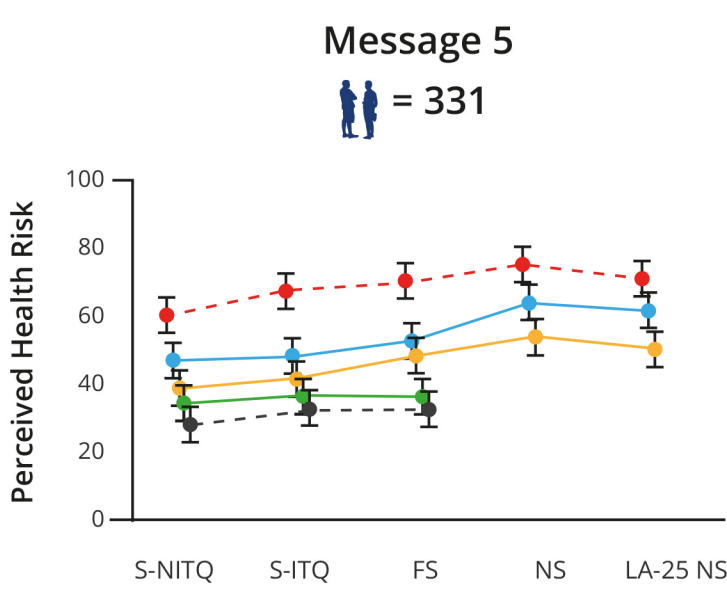
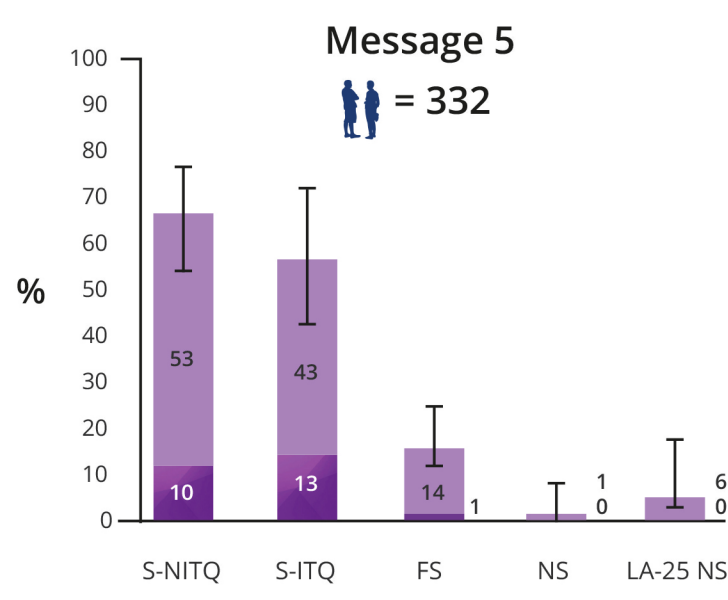
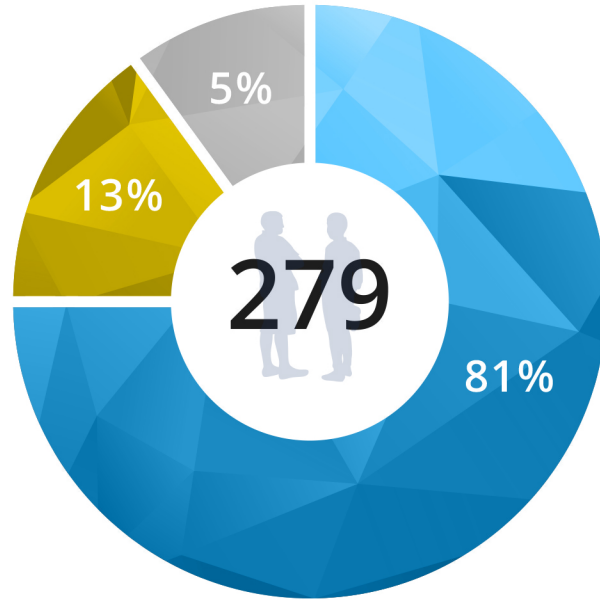


Reduced risk claim :

Reduced risk claim message 5

Evidence: Scientific studies have shown that switching completely from cigarettes to THS2.2 can reduce the risks of tobacco-related diseases.

Warning: Reduced risk does not mean no risk. The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use.



CONCLUSIONS

THS2.2 messages were associated with:

- Substantial levels of intention to use THS2.2 within adult smokers with no intention to quit cigarettes.
- Low levels of intention to use THS2.2 within adult former smokers and adult never smokers.
- Substantial levels of intention to use THS2.2 within adult smokers with the intention to quit; but still a high level of Intention to quit smoking, post-exposure to the messages.
- Patterns of risk perception indicating that THS2.2 was considered lower risk than cigarettes but higher than the lowest risk comparators (NRTs/Cessation).
- For messages 3 and 5, comprehension was high (74% and 81%, respectively) on the risks of tobacco-related diseases associated with THS2.2 compared to cigarettes.

*For more detailed information please refer to original poster “Study to Quantitatively Assess Tobacco Heating System 2.2 Potential Messages”

Competing Financial Interests The research described in this poster was sponsored by Philip Morris International