



# 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 Reduced-Risk Product (RRP). A premarket assessment of the public health impact of an RRP must consider projected patterns of use, associated with marketing material, within adult smokers and adult non-smokers.

## Method

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 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.

### IN EACH STUDY:

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

### GROUPS (FOR ALL ARMS):

- 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.

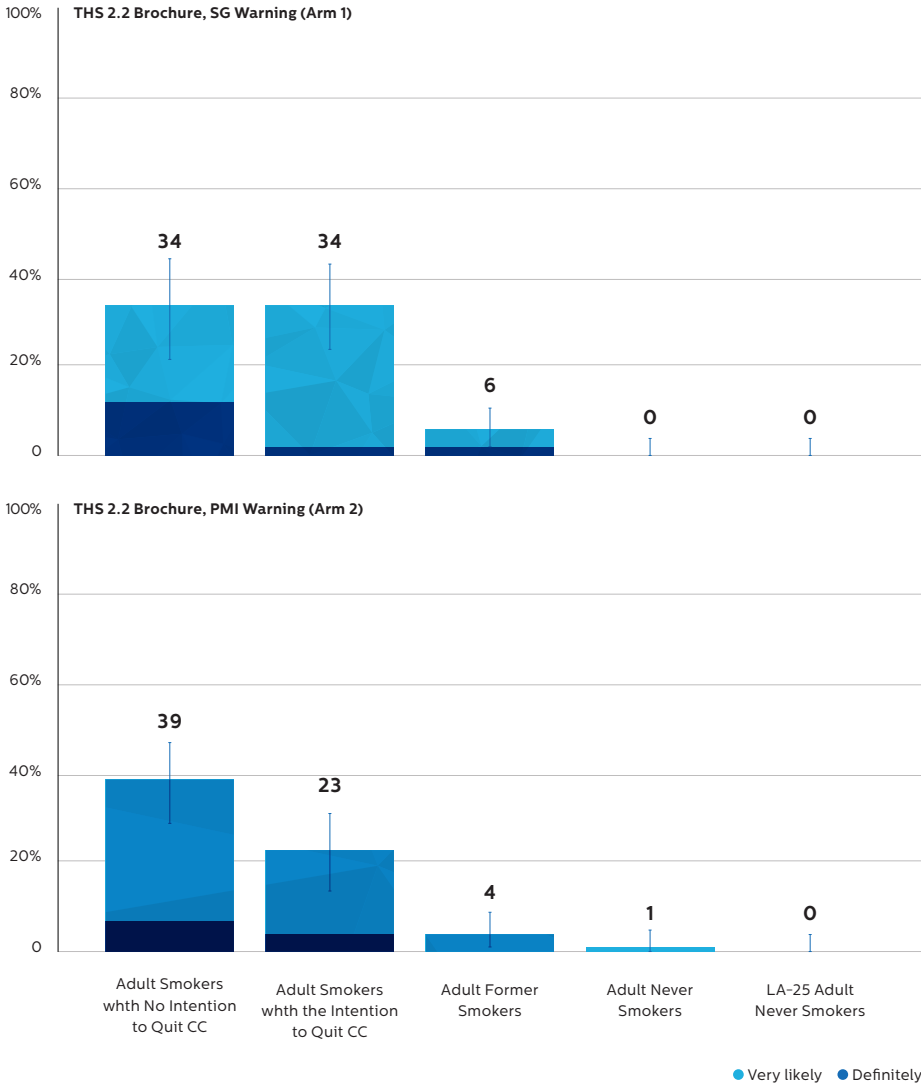
6 response options ranging from Definitely not to Definitely.

## CLAIMS OF THE DIFFERENT STUDIES

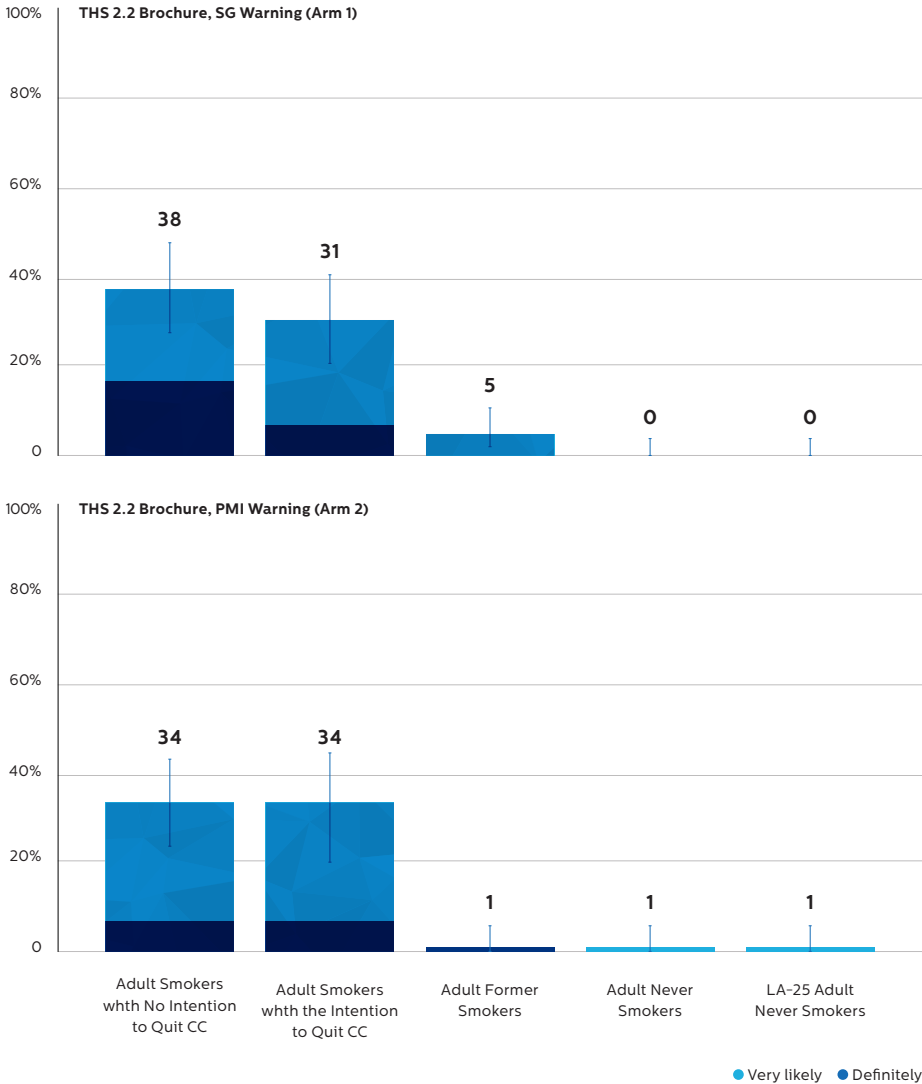
	Study 1	Study 2	Study 3
<b>Claim summary</b>	<b>Reduced risk of disease</b>	<b>Less risk of harm</b>	<b>Reduced exposure to HPHCs</b>
<b>Claim text</b>	<p>The iQOS system heats tobacco but does not burn it.</p> <p>This significantly reduces the production of harmful and potentially harmful chemicals.</p> <p>Scientific studies have shown that switching completely from conventional cigarettes to the iQOS system can reduce the risks of tobacco-related diseases.</p>	<p>Switching completely to iQOS presents less risk of harm than continuing to smoke cigarettes.</p>	<p>The iQOS system heats tobacco but does not burn it.</p> <p>This significantly reduces the production of harmful and potentially harmful chemicals.</p> <p>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.</p>
<b>PMI Warning</b>	<p>Reduced risk does not mean no risk.</p> <p>The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use.</p> <p>Tobacco Sticks contain nicotine which is addictive.</p> <p>Using the iQOS system can harm your health.</p>	<p>Less risk of harm does not mean no risk of harm.</p> <p>The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use.</p> <p>Tobacco Sticks contain nicotine which is addictive.</p>	<p>It has not been demonstrated that switching to the iQOS system reduces the risk of developing tobacco-related diseases compared to smoking conventional cigarettes.</p> <p>Tobacco Sticks contain nicotine which is addictive.</p> <p>Using the iQOS system can harm your health.</p>

# Results

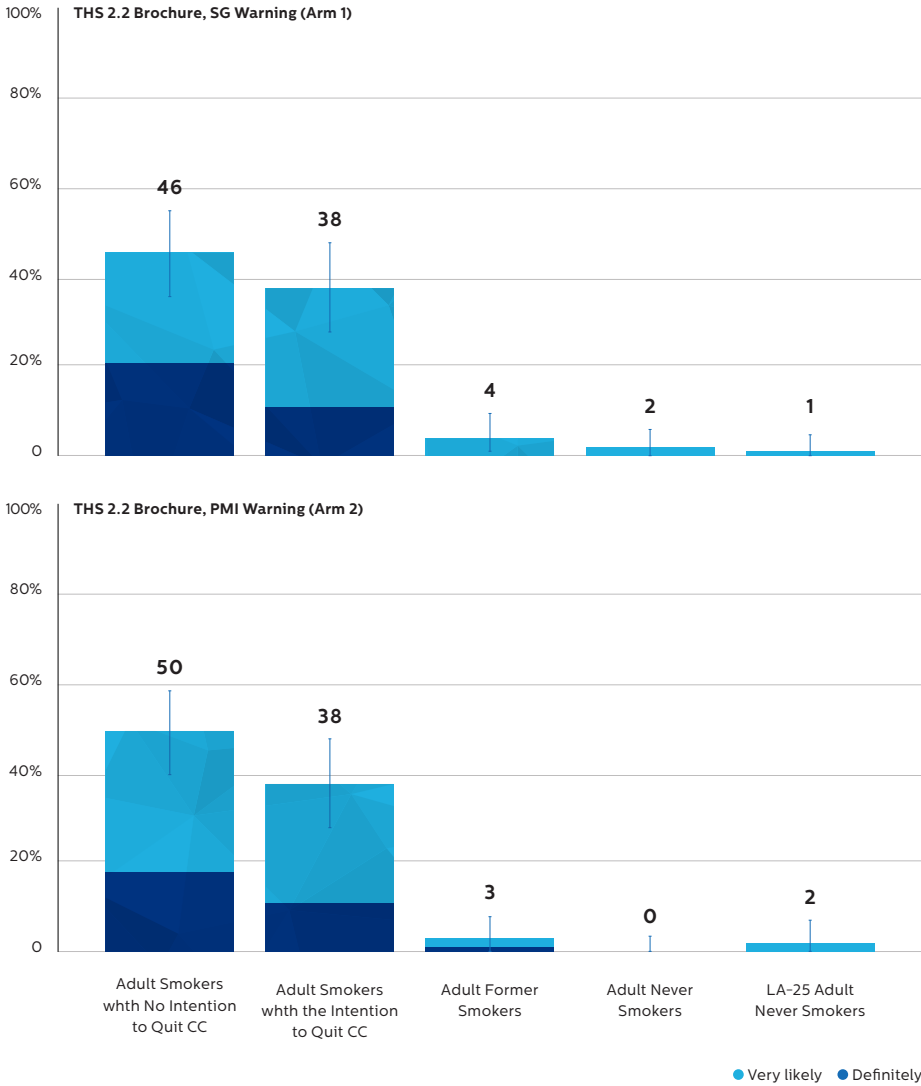
## 1. REDUCED RISKS OF TOBACCO-RELATED DISEASES CLAIM



## 2. REDUCED RISK OF HARM CLAIM



# 3. REDUCED EXPOSURE TO HPHCS CLAIM



## 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

## MORE INFORMATION



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## REDUCED-RISK PRODUCTS

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 RRP’s in various stages of development, scientific assessment and commercialization. Because our RRP’s do not burn tobacco, they produce far lower quantities of harmful and potentially harmful compounds than found in cigarette smoke.

## COMPETING FINANCIAL INTEREST

The research described in this brochure was sponsored by the Philip Morris International group of companies

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