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

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5. The study was approved by an Institutional Review Board

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.

Methods

Three 5-arm experiments were conducted in the US. Here we present data from the four study arms, on variants of a potential THS Brochure (n=44, 933, 958). The potential THS Brochure provided information on THS characteristics, risks, and the differences with cigarettes.

**BEACON STUDY:**

1. 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
3. 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):**

1. Adult Smokers with no Intention to Quit CC (S-NTQ)
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

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.

Results: Intention to use THS

**Reduced risk of disease**

<table>
<thead>
<tr>
<th>Claim text</th>
<th>PMI Warning</th>
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<tbody>
<tr>
<td>The iQOS system heats tobacco but does not burn. This significantly reduces the production of harmful and potentially harmful elements. Scientific studies have shown that switching completely to the iQOS system can reduce the risk of tobacco-related diseases.</td>
<td>Reduced risk does not mean no risk. The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use.</td>
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**Less risk of harm**

| Switching completely to iQOS presents essentially no harm. | Tobacco Sticks contain nicotine which is addictive. |

**Reduced exposure to HPHCs**

| The iQOS system heats tobacco but does not burn. This significantly reduces the production of harmful and potentially harmful elements. Scientific studies have shown that switching completely to the iQOS system can reduce the risk of tobacco-related diseases. | Tobacco Sticks contain nicotine which is addictive. |

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.