

Our smoke-free products are for adult smokers who would otherwise continue to smoke

Our products are not for youth, people who have never used tobacco or nicotine-containing products, or those who have quit smoking.



Our smoke-free products are intended for one audience:

Adults who would otherwise continue to smoke or use other nicotine products.

At Philip Morris International, we support regulatory measures aimed at preventing unintended audiences, including youth, from accessing tobacco and nicotine-containing products.

In addition, our [Good Conversion Practices](#) serve as our bedrock for encouraging adult smokers to switch, while working to prevent unintended use in the countries where we sell our innovative smoke-free products.

Our investment in smoke-free alternatives has been made to provide adult smokers who don't quit with a better alternative to continued smoking. We emphatically believe that youth should not use any tobacco or nicotine-containing product.

Our marketing standards can be found here: [pmi.com/marketingstandards](https://www.pmi.com/marketingstandards)

Good Conversion Practices can be found here: [pmi.com/goodconversionpractices](https://www.pmi.com/goodconversionpractices)

Guidebook for success can be found here: [pmi.com/integrity](https://www.pmi.com/integrity)

FOR MORE INFORMATION, PLEASE VISIT [WWW.PMI.COM](https://www.pmi.com)



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THIS FACTSHEET IS DESIGNED FOR USE WITH
SCIENTIFIC AND REGULATORY AUDIENCES ONLY.

The available evidence demonstrates that there is no significant issue with youth uptake of IQOS, our most commercially advanced smoke-free product.

A growing number of independent studies and surveys confirm that the use of and initiation to IQOS and/or heated tobacco products (HTPs) by unintended audiences is low. For example:

- A [nationwide survey](#) conducted by Prof. Yoneatsu Osaki of Tottori University in Japan shows that youth initiation to HTPs is very low and that these products are not a “gateway to smoking” for the younger generation in that country.
- [Two cross-sectional surveys](#) conducted by PMI shortly after IQOS was launched nationally in Japan in April 2016 show that 98% of IQOS users previously used other tobacco products.
- An [independent study](#) by Addiction Suisse, a Swiss NGO, found that regular use of heated tobacco products among 14-15 boys and girls is practically negligible. It also notes that among 15-year-old students who had ever used heated tobacco products, almost all had also smoked cigarettes. In fact, the majority had smoked cigarettes within 30 days or more. The authors highlight that the use of heated tobacco products is essentially limited to cigarette smokers.
- The [most current study](#) on youth smoking behavior by the Federal Center for Health Education (BZgA), Germany’s highest smoking-prevention authority, clearly shows that heated tobacco products are products that smokers switch to, and, are not an initiation mechanism for minors.

The U.S. FDA in its premarket tobacco application (PMTA) decision on IQOS said: “Available data, while limited, also indicate that few non-tobacco users would be likely to choose to start using IQOS, including youth.”

- With respect to **youth**, FDA stated in the agency’s July 7, 2020 [exposure modification order—and associated review](#)—for the IQOS tobacco heating system that “the currently available evidence suggests that youth uptake of IQOS is currently low in countries where it has been measured.” In addition, the order also requires the company to monitor youth awareness and use of the products to help ensure that the marketing of the MRTPs does not have unintended consequences for youth use. The company must also keep the FDA apprised of efforts to prevent youth access and exposure.
- On **former smokers**, the FDA stated: “The results suggest some interest in trying the product among former smokers, but the addition of the (reduced exposure) claim did not appear to increase interest among this group. Accordingly, the results do not suggest that the products, if marketed with a reduced exposure claim, would generate a high level of interest among former smokers. This finding is consistent with a potential benefit to population health.”
- Finally, on **adult never smokers**, the FDA stated that: “In sum, the results suggest almost no interest in trying the product among adult never smokers, and the addition of the reduced exposure claim did not appear to increase interest among this group. Accordingly, the results do not raise concerns that the proposed MRTP would generate a high level of interest among never smokers. This finding is consistent with a potential benefit to population health.”

1. Osaki Y, et al. “Field survey on drinking and smoking and the development of effective alcohol reduction intervention approaches for the prevention of lifestyle-related diseases.” Annual Report of MHLW Research Committee, May 2018.
2. https://www.pmisience.com/resources/docs/default-source/posters2019/langer-2019-tobacco-product-use-after-the-launch-of-a-heat-not-burn-alternative-in-japan.pdf?sfvrsn=460ed806_4
3. <https://www.addictionsuisse.ch/actualites/article/le-vapotage-ne-doit-pas-devenir-un-fleau-chez-les-jeunes/>
4. <https://www.fda.gov/news-events/press-announcements/fda-permits-sale-iqos-tobacco-heating-system-through-premarket-tobacco-product-application-pathway>
5. https://www.bzga.de/fileadmin/user_upload/PDF/studien/Alkoholsurvey_2018_Bericht-Rauchen.pdf

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