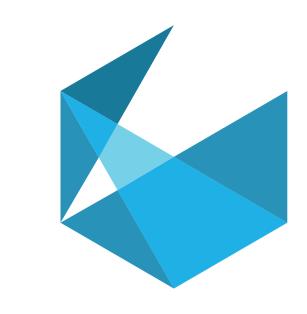
# Perceived Health Risk of the Tobacco Heating System and Comparators, **Associated with Variants** of a Potential Product Brochure



F. Beacher<sup>1</sup>, P. Magnani<sup>1</sup>, A. Ramazzotti<sup>1</sup>, R. Weitkunat<sup>2</sup>, G. Kallischnigg<sup>3</sup>, S. Colman⁴, T. Alfieri⁴

Philip Morris International Management S.A., Lausanne,



Sample was stratified by smoking status, age, sex and city

Data were acquired by computer-assisted self-interviews

The study was approved by an Institutional Review Board

- Switzerland,
- Philip Morris Products S.A., Neuchâtel, Switzerland,
- ARGUS Statistics and Information Systems in Environment and 3 Public Health, Berlin, Germany,
- Covance Market Access Services. Gaithersburg, MD, United States 4 of America
- 1 and 2 are part of the Philip Morris International group of companies



The Tobacco Heating System (THS) is a candidate Reduced-Risk Product (RRP). A premarket assessment of an RRP's public health impact must consider the risk perceptions associated with marketing material, because risk perceptions are likely to influence use patterns.

#### **GROUPS (FOR ALL ARMS):**

- Adult Smokers with no Intention to Quit CC (S-NITQ)
- Adult Smokers with the Intention to Quit CC (S-ITQ)
- Adult Former Smokers (FS)
- Adult Never Smokers (NS)
- Young Adult Never Smokers from the legal smoking age to 25 years (LA-25 NS)

#### **PERCEIVED HEALTH RISK:**

The Perceived Health Risk was measured for THS and comparators (CC, e-cigarettes, NRTs and Cessation) using the Perceived Risk Instrument Personal Risk (PRI-P), a self-report psychometrically validated instrument developed by PMI. The instrument was composed of an 18-item Perceived Health Risk scale, producing a Rasch score between 0 (No Risk) and 100 (Very High Risk)

### 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 brochure carried a claim specific to each study and a warning, which was either a proposed PMI warning or one of the Surgeon General's four warnings

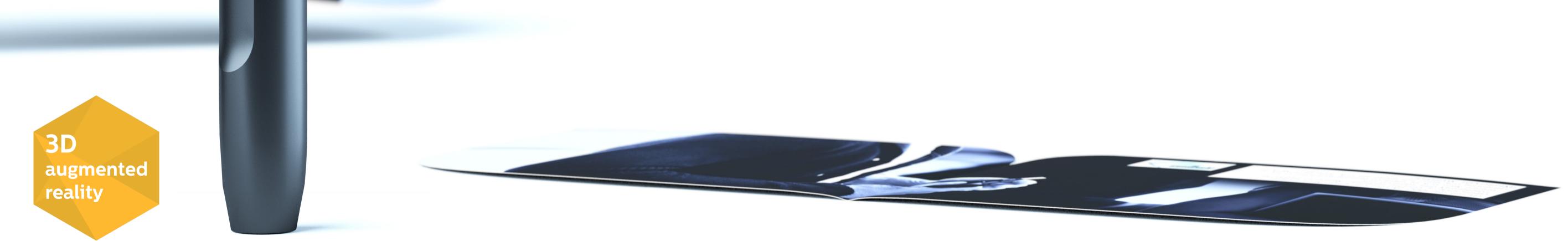
**IN EACH STUDY:** 

- Arm 1 corresponded to: THS Brochure with one of the four Surgeon General Warnings rotated
- Arm 2 corresponded to: THS Brochure with a proposed PMI 2 Warning

The potential versions of the THS Brochure were associated with a consistent overall pattern of Perceived Health Risk, with CC being rated highest, the THS being rated next highest and NRTs and Cessation being rated lowest.

Conclusions

# Methods



# Results: Perceived health risk

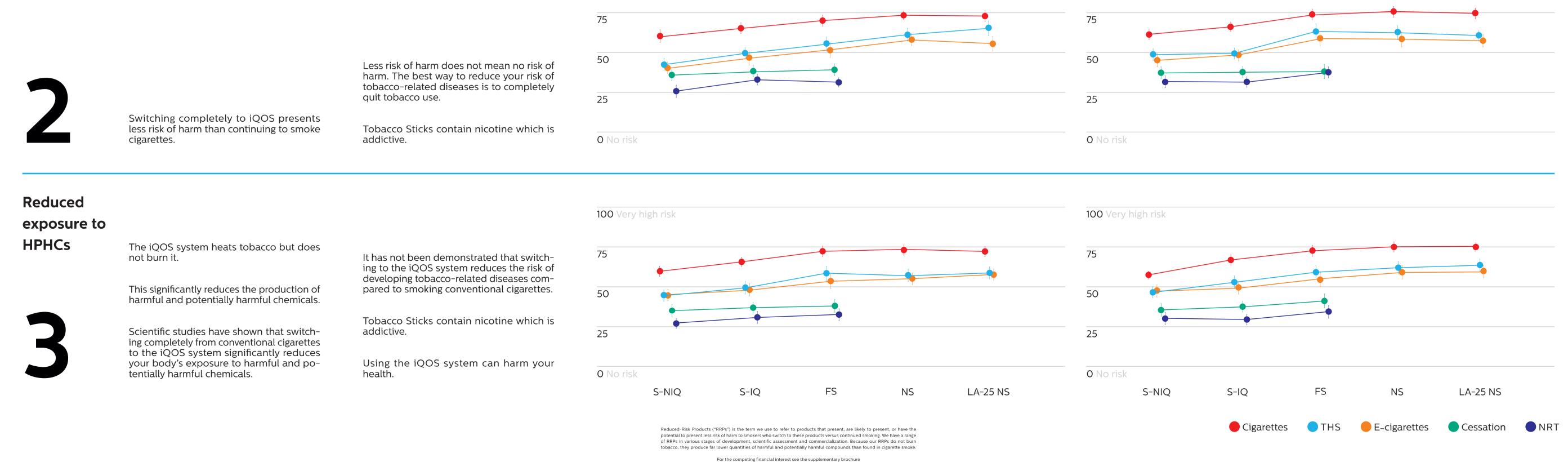
Reduced risk of disease	Claim text	PMI Warning	THS 2.2 Brochure, SG Warning (Arm 1)	THS 2.2 Brochure, PMI Warning (Arm 2)
			100 Very high risk	100 Very high risk
	The iQOS system heats tobacco but does not burn it.	Reduced risk does not mean no risk.	75	75
	This significantly reduces the production of harmful and potentially harmful chemicals.	The best way to reduce your risk of tobac- co-related diseases is to completely quit tobacco use.		
	Scientific studies have shown that switch- ing completely from conventional cigarettes	Tobacco Sticks contain nicotine which is addictive.	25	25
	to the iQOS system can reduce the risks of tobacco-related diseases.	Using the iQOS system can harm your health.	<b>O</b> No risk	<b>O</b> No risk

Less risk of

100 Very high risk

100 Very high risk





Global Forum on Nicotine June 15–17, Warsaw, Poland



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- 1 Philip Morris International Management S.A., Lausanne, Switzerland,
- 2 Philip Morris Products S.A., Neuchatel, Switzerland,
- 3 ARGUS Statistics and Information Systems in Environment and Public Health, Berlin, Germany,
- 4 Covance Market Access Services. Gaithersburg, MD, United States of America 1 and 2 are part of the Philip Morris International group of companies

#### 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 MRTP must consider risk perceptions associated with marketing material, because risk perceptions are likely to influence patterns of use.

#### 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 brochure carried a claim specific to each study and a warning, which was either a proposed PMI warning or one of the four of the Surgeon General's warnings.

#### IN EACH STUDY:

- 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 computerassisted self interviews
- 5 Study was approved by an Institutional Review Board

#### GROUPS (FOR ALL ARMS):

- 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)

#### PERCEIVED HEALTH RISK:

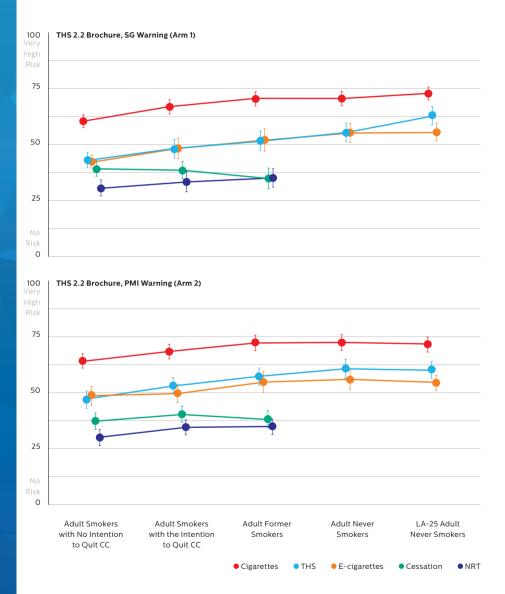
The Perceived Health Risk was measured for THS and comparators (CC, E-cigarettes, NRTs and Cessation) using the Perceived Risk Instrument Personal Risk (PRI-P), a self-report psychometrically validated instrument developed by PMI. The instrument was comprised of an 18item Perceived Health Risk scale, producing a Rasch score between 0 (No Risk) and 100 (Very High Risk).

#### CLAIMS OF THE DIFFERENT STUDIES

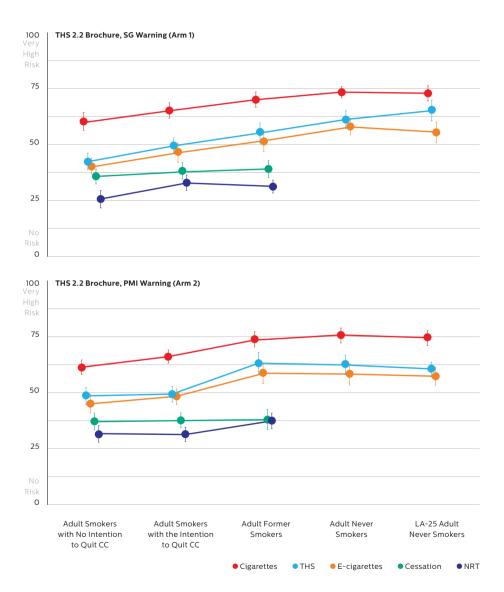
	Study 1	Study 2	Study 3	
Claim summary	Reduced risk of disease	Less risk of harm	Reduced exposure to HPHCs	
Claim text	The iQOS system heats tobacco but does not burn it. This significantly reduces the production of harmful and potentially harmful chemicals. Scientific studies have shown that switching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

#### Results

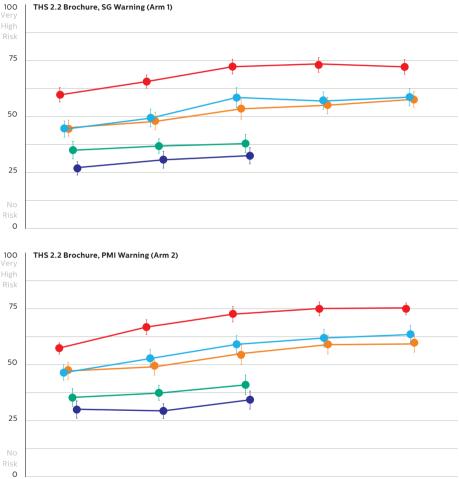
### REDUCED RISKS OF TOBACCO-RELATED DISEASES CLAIM



# 2. REDUCED RISK OF HARM CLAIM



#### 3 **REDUCED EXPOSURE TO HPHCS CLAIM**



Smokers

• THS

Cigarettes

Adult Smokers Adult Smokers Adult Former with No Intention with the Intention to Quit CC to Quit CC



E-cigarettes

 Cessation • NRT

#### Conclusions

The potential versions of the THS Brochure were associated with a consistent overall pattern of Perceived Health Risk, with CC being rated highest, the THS being rated next highest and NRTs and Cessation being rated lowest.

#### MORE INFORMATION



#### FOLLOW / PMISCIENCE



#### **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 RRPs in various stages of development, scientific assessment and commercialization. Because our RRPs 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

GLOBAL FORUM ON NICOTINE JUNE 15 – 17, WARSAW, POLAND