



Perceived Health Risk of the Tobacco Heating System and Comparators, 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 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:

- 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)

PERCEIVED HEALTH RISK:

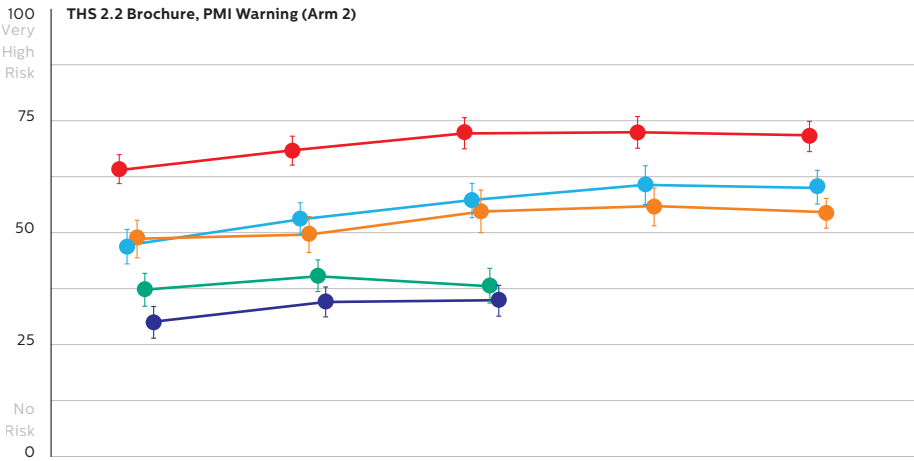
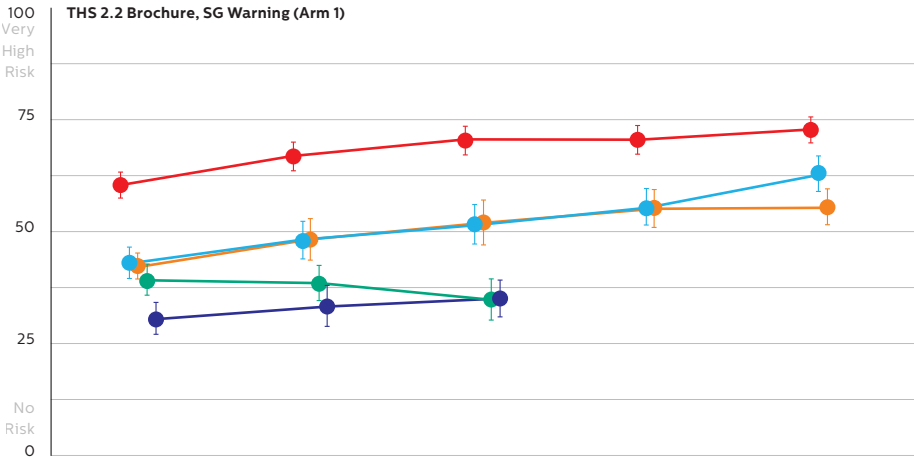
The Perceived Health Risk was measured for THS and comparators (CC, E-cigarettes, NRTs and Cessation) using the Perceived Risk Instrument Personal Risk (PRI-P), a self-report psychometrically validated instrument developed by PMI. The instrument was comprised of an 18-item Perceived Health Risk scale, 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	<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>
PMI Warning	<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

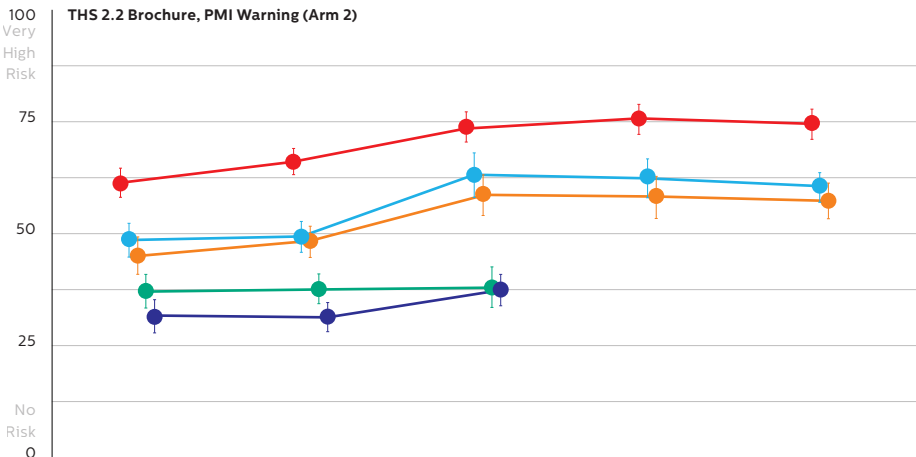
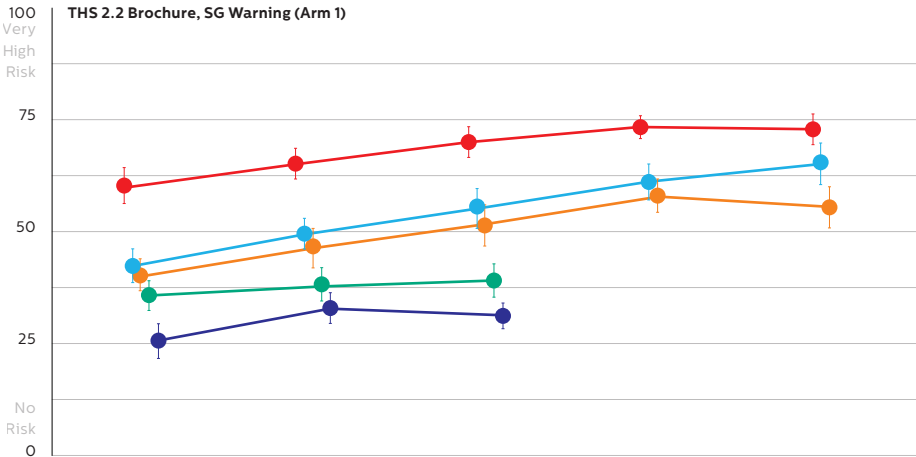
1. REDUCED RISKS OF TOBACCO-RELATED DISEASES CLAIM



Adult Smokers with No Intention to Quit CC Adult Smokers with the Intention to Quit CC Adult Former Smokers Adult Never Smokers LA-25 Adult Never Smokers

● Cigarettes ● THS ● E-cigarettes ● Cessation ● NRT

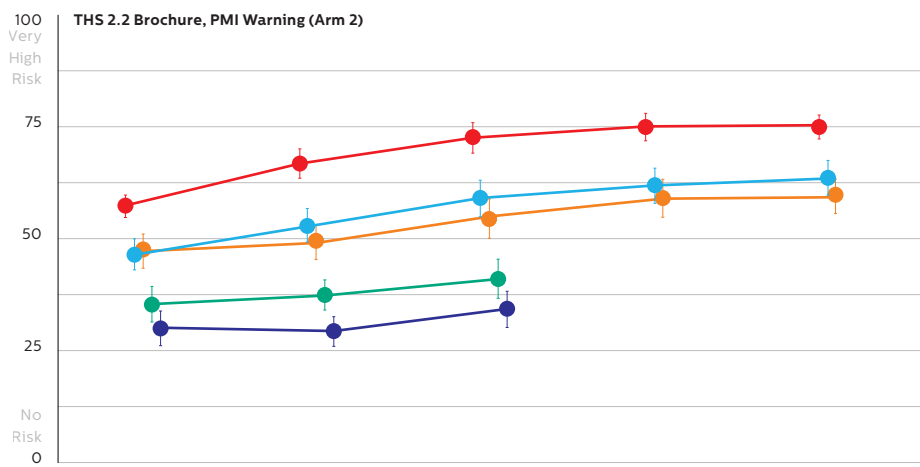
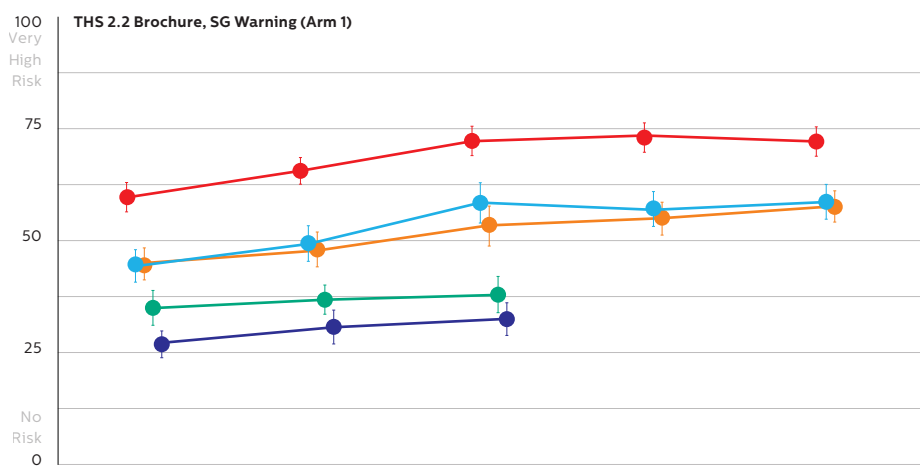
2. REDUCED RISK OF HARM CLAIM



Adult Smokers with No Intention to Quit CC Adult Smokers with the Intention to Quit CC Adult Former Smokers Adult Never Smokers LA-25 Adult Never Smokers

● Cigarettes ● THS ● E-cigarettes ● Cessation ● NRT

3. REDUCED EXPOSURE TO HPHCS CLAIM



Adult Smokers with No Intention to Quit CC Adult Smokers with the Intention to Quit CC Adult Former Smokers Adult Never Smokers LA-25 Adult Never Smokers

● Cigarettes ● THS ● 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



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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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