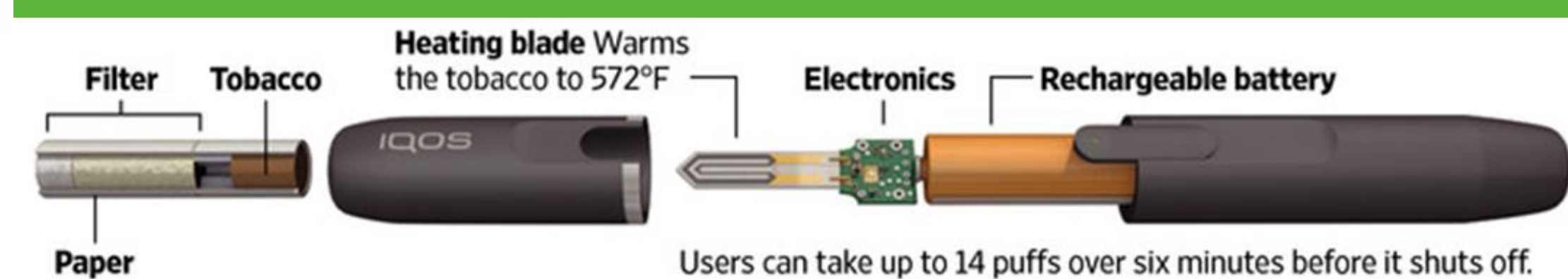


Introduction

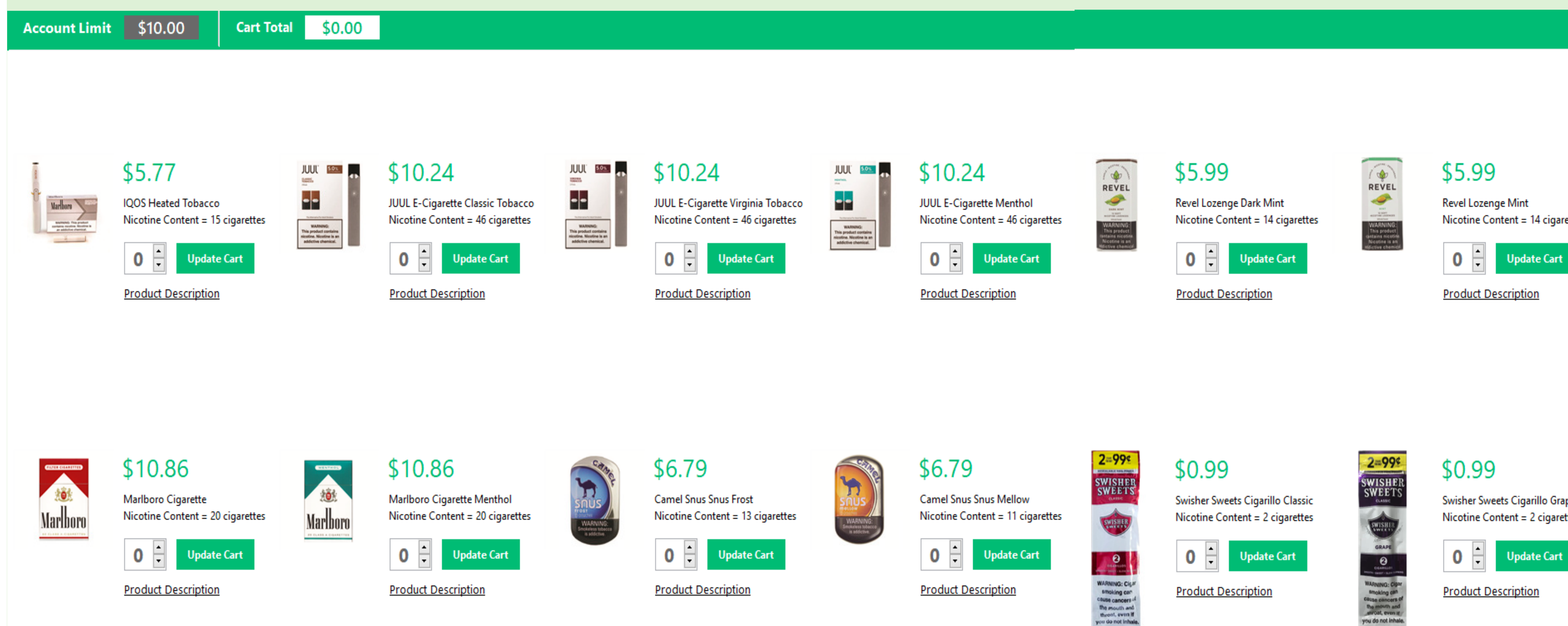


Source: Philip Morris International Note: drawings are schematic THE WALL STREET JOURNAL.

- IQOS (I Quit Ordinary Smoking)
- Heat not Burn product
- FDA approved for US sale April 2019
- Flavors Available: Smooth Menthol and Original (Tobacco)
- Sold in Georgia, Virginia, North Carolina
- FDA approved for Modified Risk Tobacco Product July 2020

Experimental Tobacco Marketplace

Tobacco Condition → Tobacco Heatstick available after trying IQOS with Tobacco Heatstick
Smooth Menthol Condition → Smooth Menthol Heatstick available completed after trying IQOS with Smooth Menthol Heatstick



Demographics

	Mean (SD) or %
Age	44.14 (12.48)
Monthly Income	\$2,791 (\$2,612)
Cigarettes per Day	11.25
Male	64%
Heterosexual	100%
Non-Hispanic	79%
Race	
Black	43%
White	36%
More than one	14%
Unknown/Not Reported	7%



Methods

Study 1 Final N= 25

Structured Interview for IQOS

- Reactions to Packaging
- Perceptions of Flavor and IQOS Harm

Sample Smooth Menthol & Tobacco IQOS

- Relative Harm Perceptions to Cigarettes by flavor
- Satisfaction with the product, switching, SHS

Study 2 Final N= 84

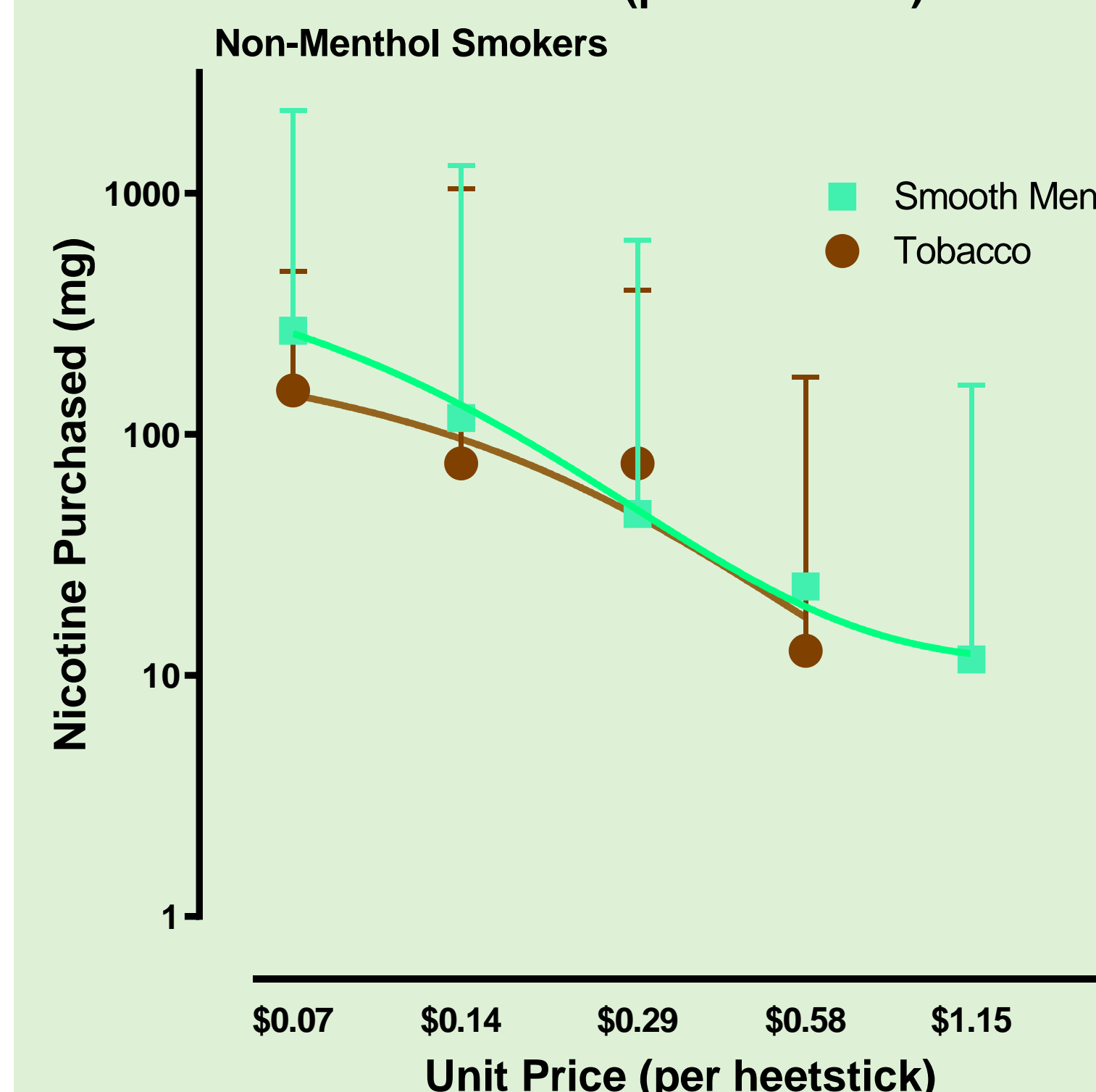
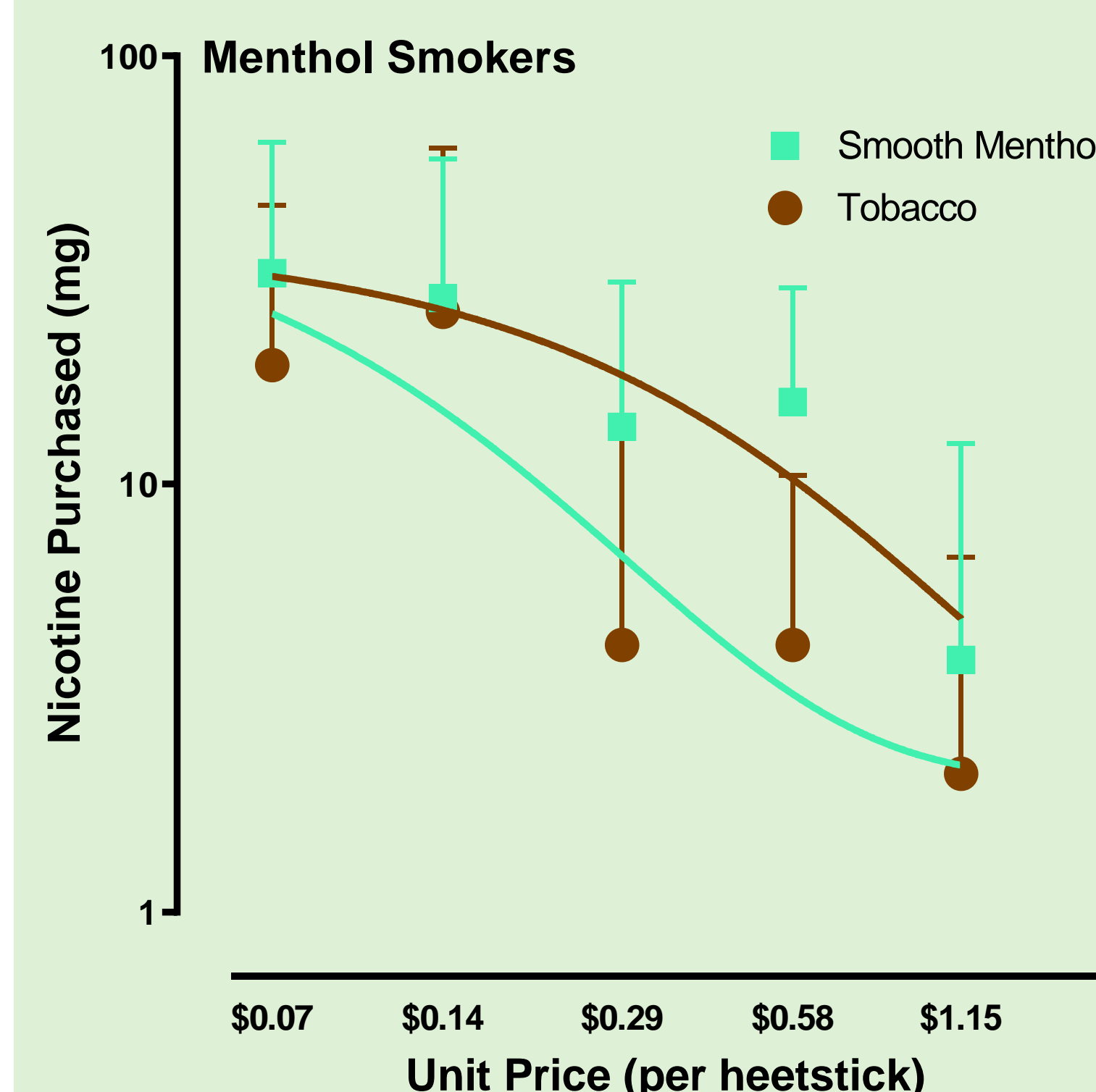
Sample Smooth Menthol & Tobacco IQOS

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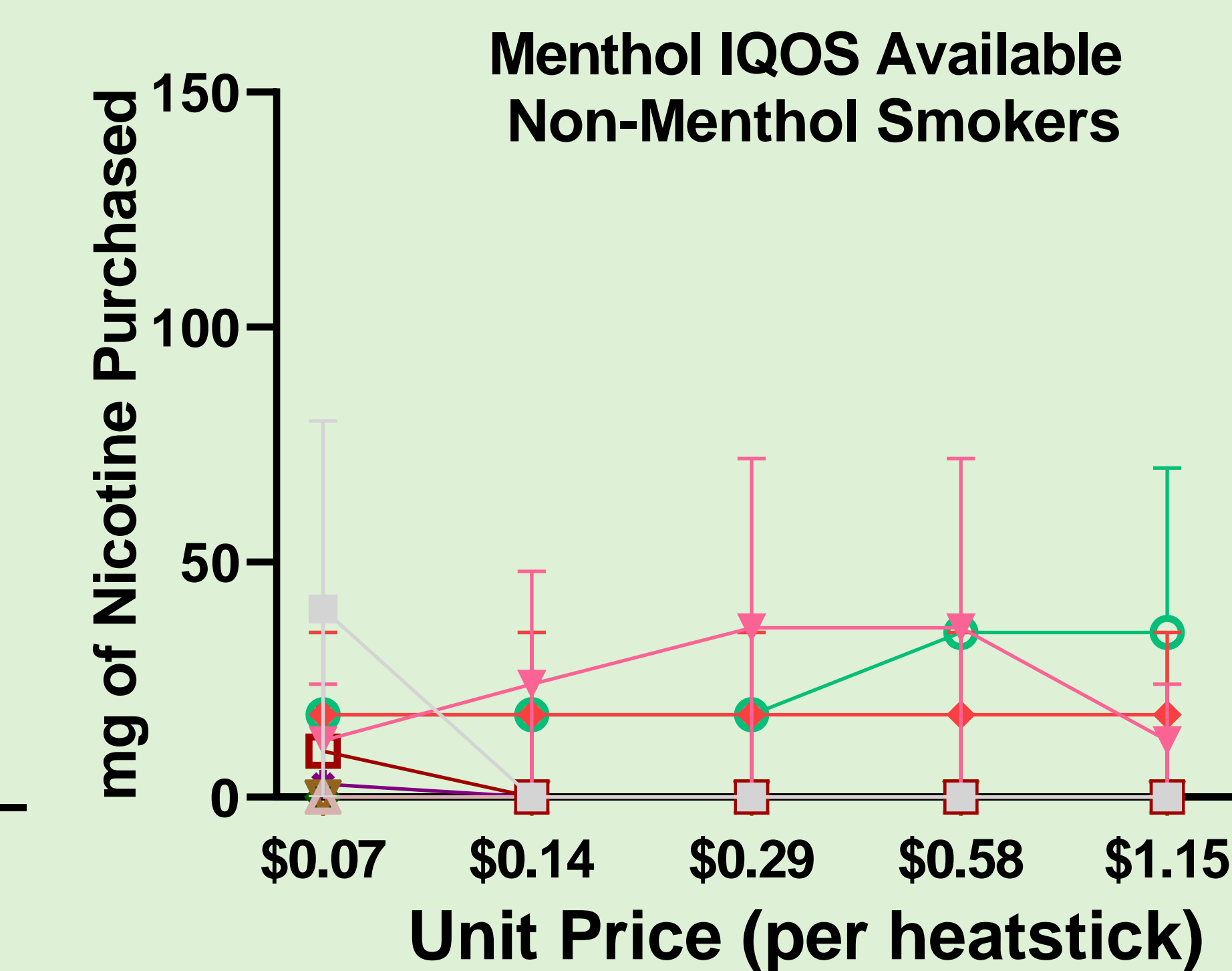
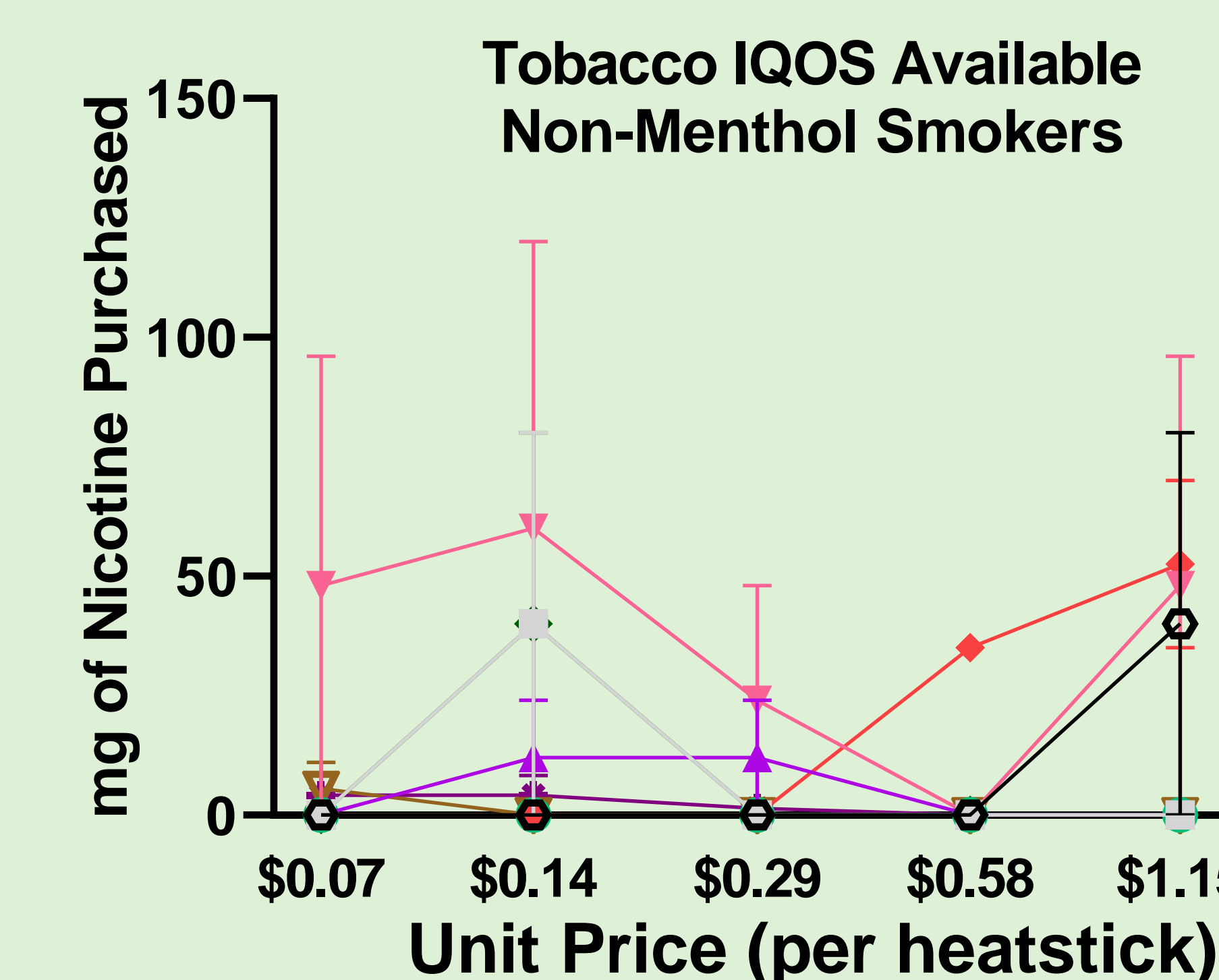
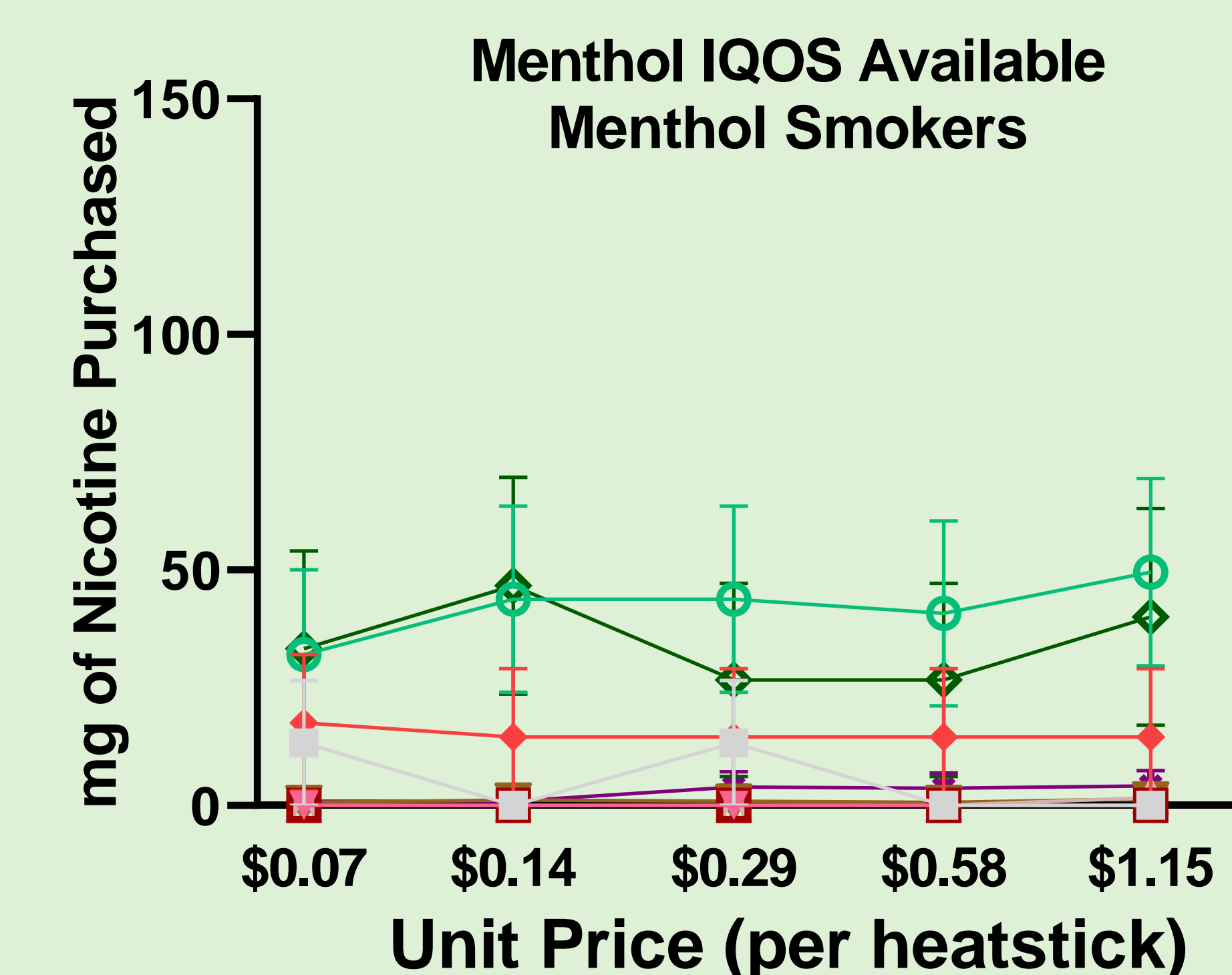
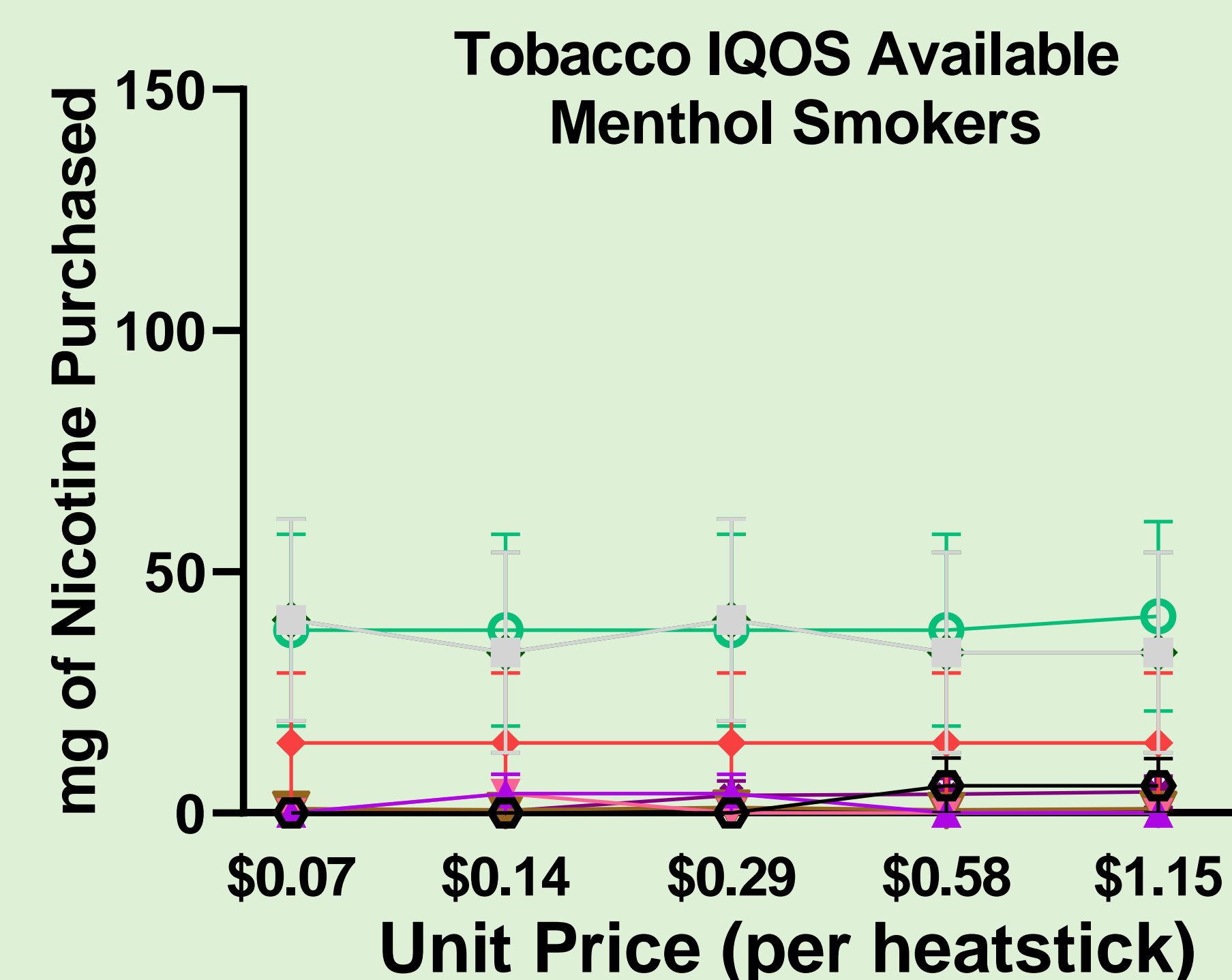
Experimental Tobacco Marketplace

- Abuse liability through indices of demand

Quantitative Results



Demand appears greater for participant's preferred flavor.



Substitution profiles differ for participants depending on cigarette flavor preference.