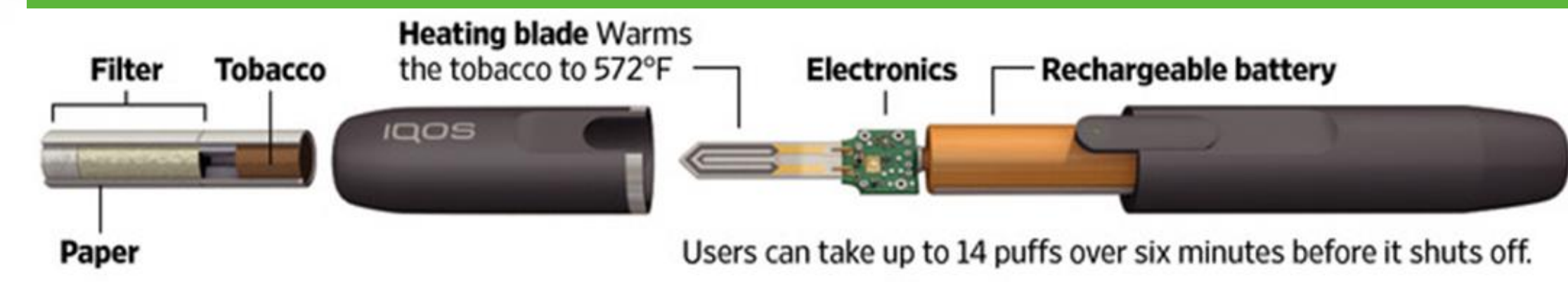


Introduction



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

- Heated tobacco products are gaining popularity in the US market.
- FDA approved IQOS for sale in the US in April 2019 and it is currently available in limited markets (Georgia, Virginia, North Carolina).
- Flavors Available: Smooth Menthol and Original (Tobacco)
- FDA approved for Modified Risk Tobacco Product claims for exposure in July 2020.
- Aim: To determine the product and packaging characteristics that contribute to the appeal and abuse liability of menthol and non-menthol IQOS.

Methods

Study 1 Final N = 25

Structured Interview for IQOS

- Reactions to Packaging
- Perceptions of Flavors
- Perceptions of IQOS harm

Sample Smooth Menthol & Tobacco IQOS

- Relative Harm Perceptions to Cigarettes by Flavor
- Satisfaction with the Product by Flavor
- Switching

Study 2 Final N = 84

Sample Smooth Menthol & Tobacco IQOS

- Relative Harm Perceptions to Cigarettes by Flavor
- Satisfaction with the Product
- Switching

Experimental Tobacco Marketplace

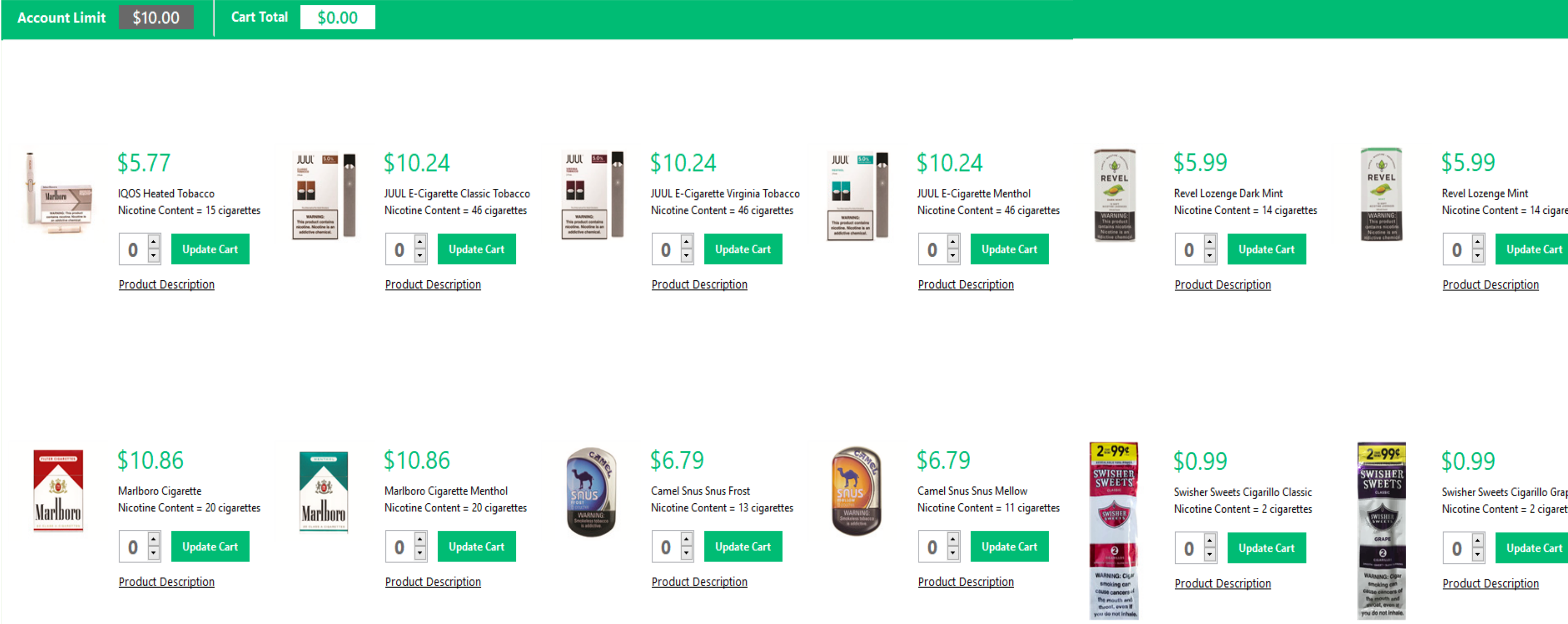
- Abuse Liability Through Indices of Behavioral Economic Demand

Funding: Center for Research on Flavored Tobacco Career Development Pilot Award

Experimental Tobacco Marketplace

Tobacco Condition → Tobacco Heatstick available condition completed after trying IQOS with Tobacco Heatstick

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



Demographics

	Study 1	Study 2
	Mean (SD) or %	Mean (SD) or %
Age	43.41 (13.52)	43.08(13.49)
Account Balance	\$41.80 (14.46)	\$42.46 (17.28)
Cigarettes per Day	11.88(3.92)	11.46(4.74)
Male	65%	58%
Heterosexual	94%	88%
Non-Hispanic	53%	65%
Race		
Black	35%	30.8%
White	41%	53.8%
More than one	12%	7.69%
Unknown/Not Reported	12%	7.69%



Results

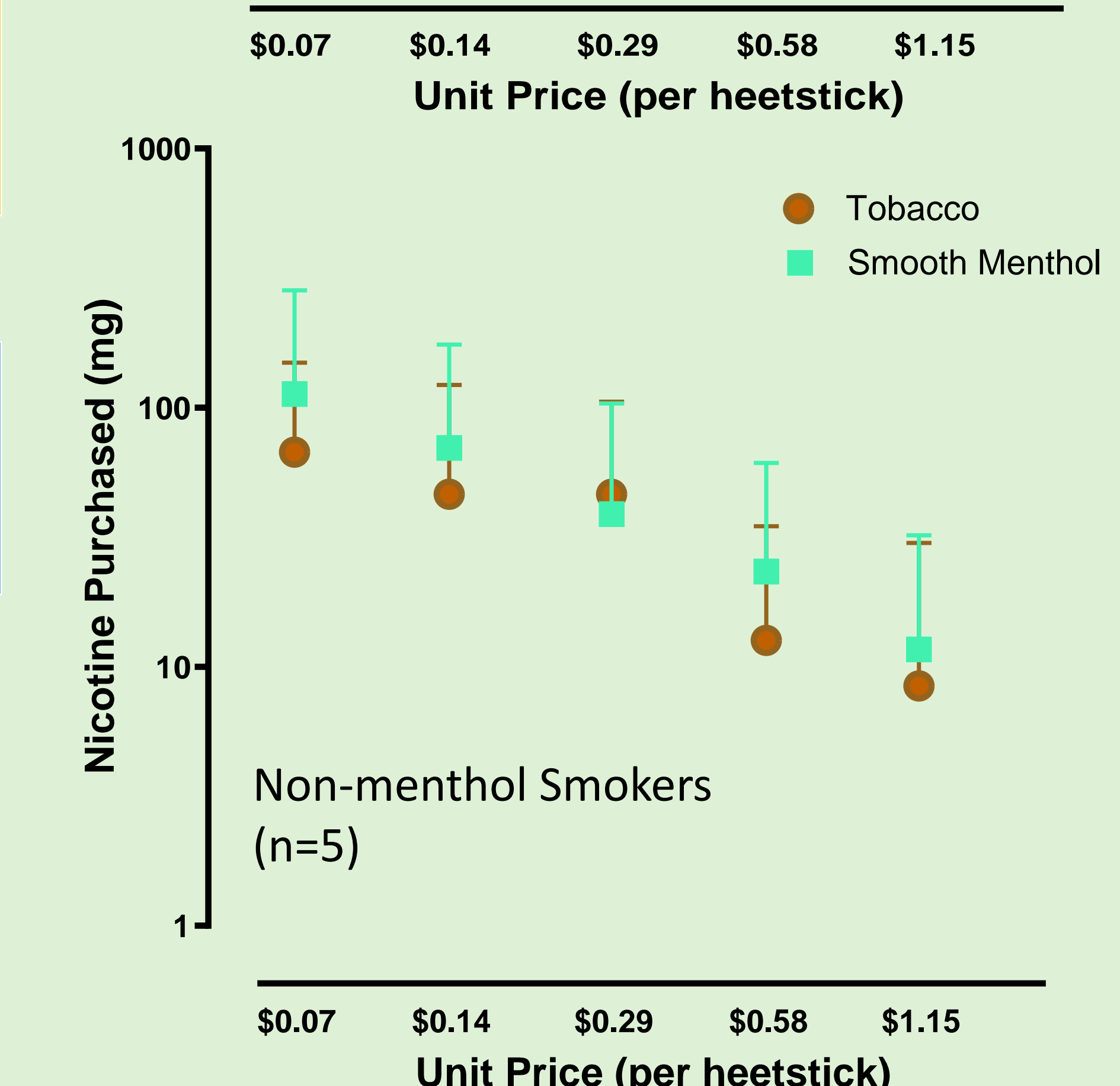
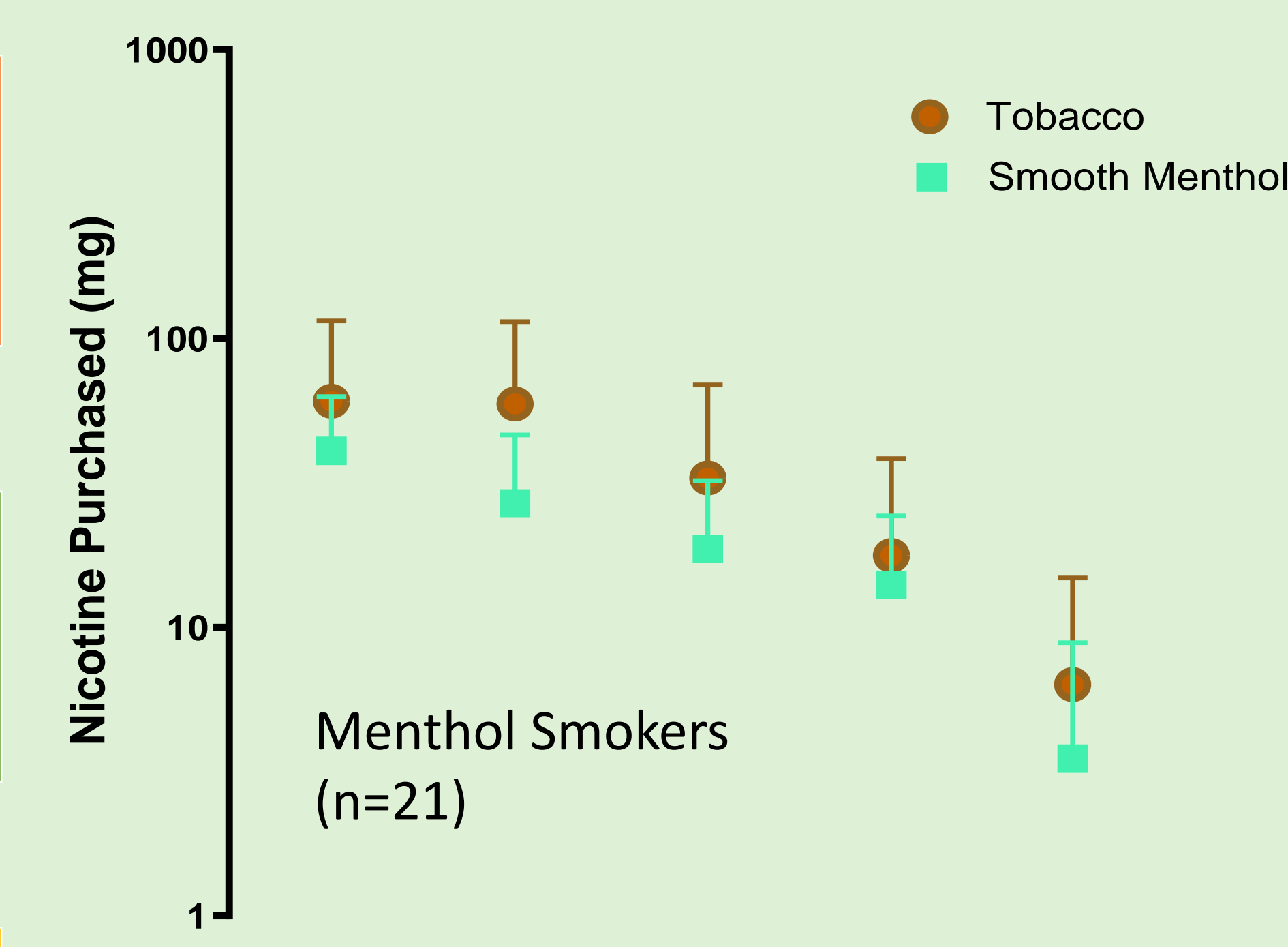
Packaging Half thought the packaging looked like an iPhone/Cell Phone box (n=8)
Almost all found the packaging appealing/eye catching (n=12)
Almost all wanted to try/open after seeing the packaging (n=12)

Menthol Flavor Mixed opinions → most liked it (n=10) while others disliked it (n=5)
Many found it satisfying (n=12) and would use it again (n=10)
After trying both, menthol was preferred the most (n=14)

Tobacco Flavor Mixed opinions → more disliked the tobacco flavor (n=8 liked tobacco)
Almost half did not find the experience similar to cigarettes (n=9)
Many indicated that they would try other flavors (n=10), like fruit (n=8)

Health Perceptions Regardless of liking the experience, many said IQOS was not more harmful than traditional cigarettes or had the same harm level as cigarettes (n=15)
Many said they weren't concerned with secondhand vapor from IQOS (n=11)

"I guess there should be some type of warning on the box." [when looking at Packaging]
"This one was as fulfilling as the first cigarette in the morning." and "Oh it doesn't taste like tobacco at all." [when trying Tobacco Heatstick]
"I would never use it." and "Marlboro got it on point." [when trying Smooth Menthol Heatstick]
"This should be on the market." [ending comment]



Surprisingly, the abuse liability of smooth menthol IQOS appears to be weaker than tobacco flavor among menthol cigarette smokers and greater than tobacco flavor among non-menthol cigarette smokers.

Substitution profiles (not shown): Substitution in both groups is independent of IQOS price with menthol smokers purchasing both menthol cigarettes and JUUL menthol at a moderate rate and non-menthol smokers choosing non-menthol cigarettes and JUUL menthol at a moderate rate.