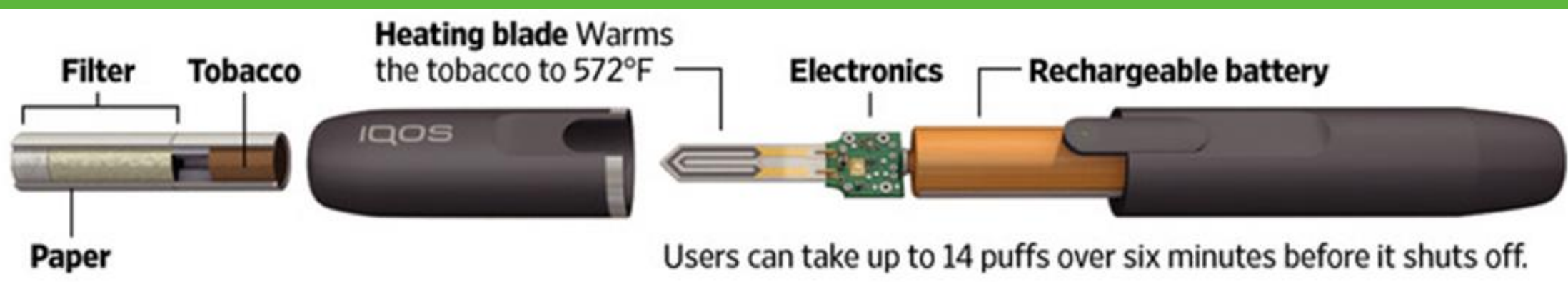


Introduction



- 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, South 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 packaging

- Reactions to Packaging
- *Is this packaging eye catching?*
- *Would you want to open this package?*

Sample IQOS Device

- Sample either Smooth Menthol or Tobacco flavor heatstick with IQOS device
- Randomized for which flavor to try first

Structured Interview for Taste

- Reactions to Flavor
- *Is this product satisfying?*
- *Is it comparable to your normal cigarettes?*

Structured Interview for Health Perceptions

- Reactions to health perceptions
- *Do you think this product is harmful to your health?*
- *How do you think the IQOS vapor would affect those around you?*
- *What do you think the device/heatsticks cost?*

Results

Packaging

Almost half thought the packaging looked like an iPhone/Cell Phone box (n=10)
Many found the packaging appealing/eye catching (n=16)
Several wanted to try/open after seeing the packaging (n=16)

Smooth Menthol Flavor

Mixed opinions → most liked it (n=13) while others disliked it (n=10)
Many found it satisfying (n=16) and would use it again (n=14)
After trying both, menthol was preferred the most (n=17)

Tobacco Flavor

Mixed opinions → Some like the tobacco flavor (n=12)
Many disliked the taste of the Tobacco flavor (n=12)
Almost half did not find the experience similar to cigarettes (n=13)
Many indicated that they would try other flavors (n=14), like fruit (n=11)

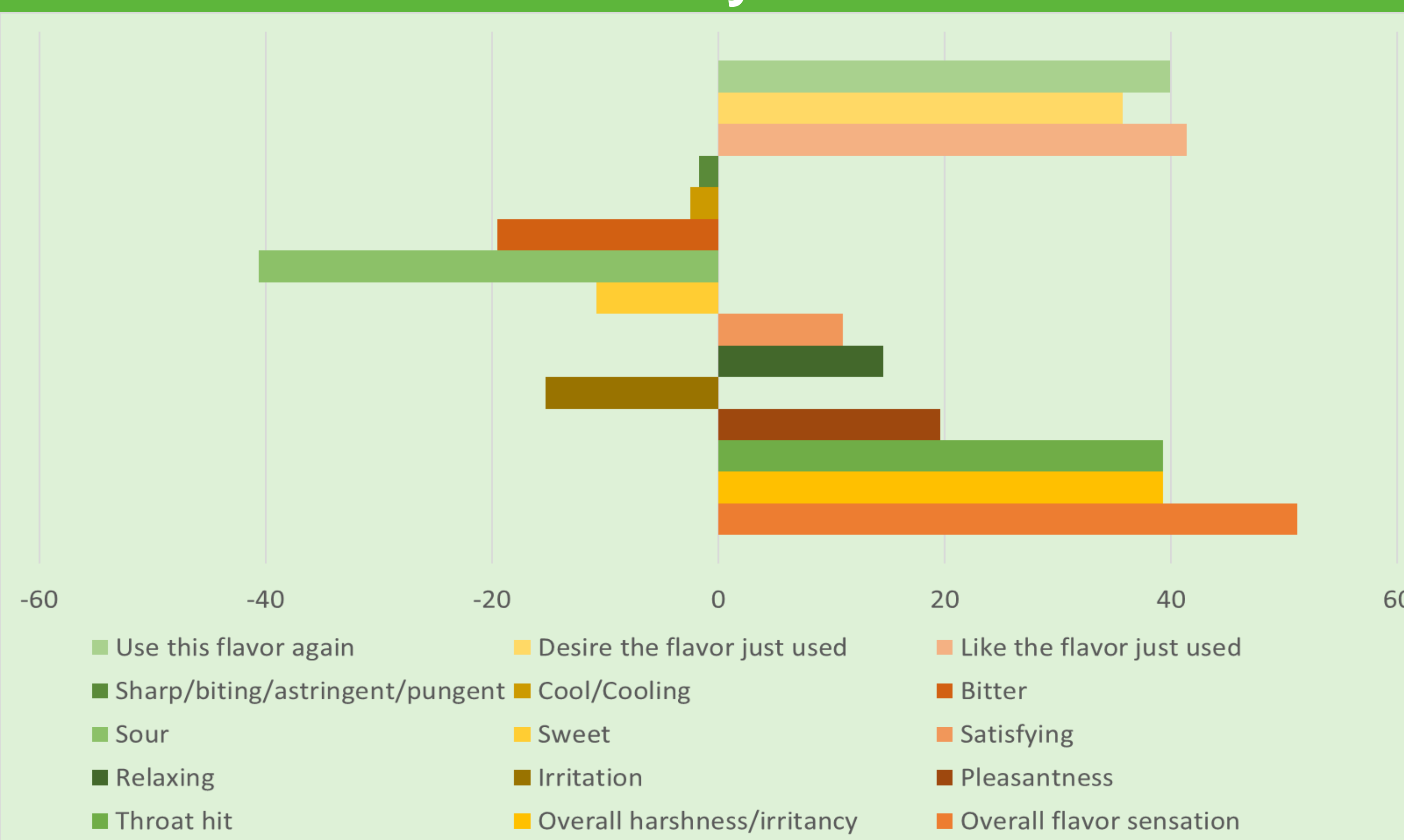
Health Perceptions

Regardless of liking the experience, many said IQOS was not more harmful than traditional cigarettes or had the same harm level as cigarettes (n=22)
Many said they would not have concerns using the product (n=14)
Many said they weren't concerned with secondhand vapor from IQOS (n=18)

Price

Most participants priced the IQOS device \$20-\$40 (N=17) and priced the IQOS heatsticks at \$10 (n=13)

Sensory Data



	Mean (SD)
Number of Puffs Taken	7.08 (3.76)
Time IQOS Device Used	2:44 (0.11)

Sensory data obtained from RedCap after sampling the product and the structured interview. The Tobacco and Smooth Menthol flavor responses were averaged together due to apparent similarities.

Demographics

	Mean (SD) or %
Age	47.36 (14.68)
Monthly Income	\$2,542.96 (\$2,111.45)
Cigarettes per Day	14.6 (9.12)
Male	13 (52%)
Heterosexual	24 (96%)
Non-Hispanic	21 (81%)
Race	
Black	6 (24%)
White	15 (60%)
More than one	2 (8%)
Unknown/Not Reported	2 (8%)



Representative Quotes

Packaging

• "I guess there should be some type of **warning** on the box."

Tobacco Heatstick

• "This one was as fulfilling as the first cigarette in the morning."
• "Oh it **doesn't taste like tobacco** at all."

Smooth Menthol Heatstick

• "I would never use it."
• "**Marlboro got it on point.**"

Health

• "As its being ...a lot of those **impurities are being burnt away.**"

Nicotine Containing Vapor

• "For me as a smoker, **I want to see that smoke.**"
• "I do like that there's no smoke"

End Comment

• "This should be **on the market.**"

Conclusions

- IQOS is appealing to smokers.
- Participants preferred the smooth menthol flavor regardless of cigarette flavor used.
- Smokers perceive IQOS to be less harmful than cigarettes.
- Participants underestimated the price of the IQOS device, but they priced the heatsticks close to correct and similar to the price of cigarettes.