



# The IQOS Heating System

## Tobacco Products Scientific Advisory Committee

January 25, 2018

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## Scientific Assessment

### Studies

17 Non-Clinical Studies

8 Clinical Studies

### Publications

30+ on IQOS assessment

150+ on assessment methods and verification

# IQOS Usage Patterns

Actual Use Study

## IQOS and Cigarettes Use: Observational Period Actual Use Study

	Week 1 n=1,106	Week 2 n=1,061	Week 3 n=1,038	Week 4 n=1,009	Week 5 n=977	Week 6 n=968
<b>100% IQOS</b>	5%	6%	7%	7%	6%	6%
<b>Exclusive Use: [95-100%] IQOS</b>	7%	8%	9%	8%	7%	8%

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# IQOS In Market Usage Patterns

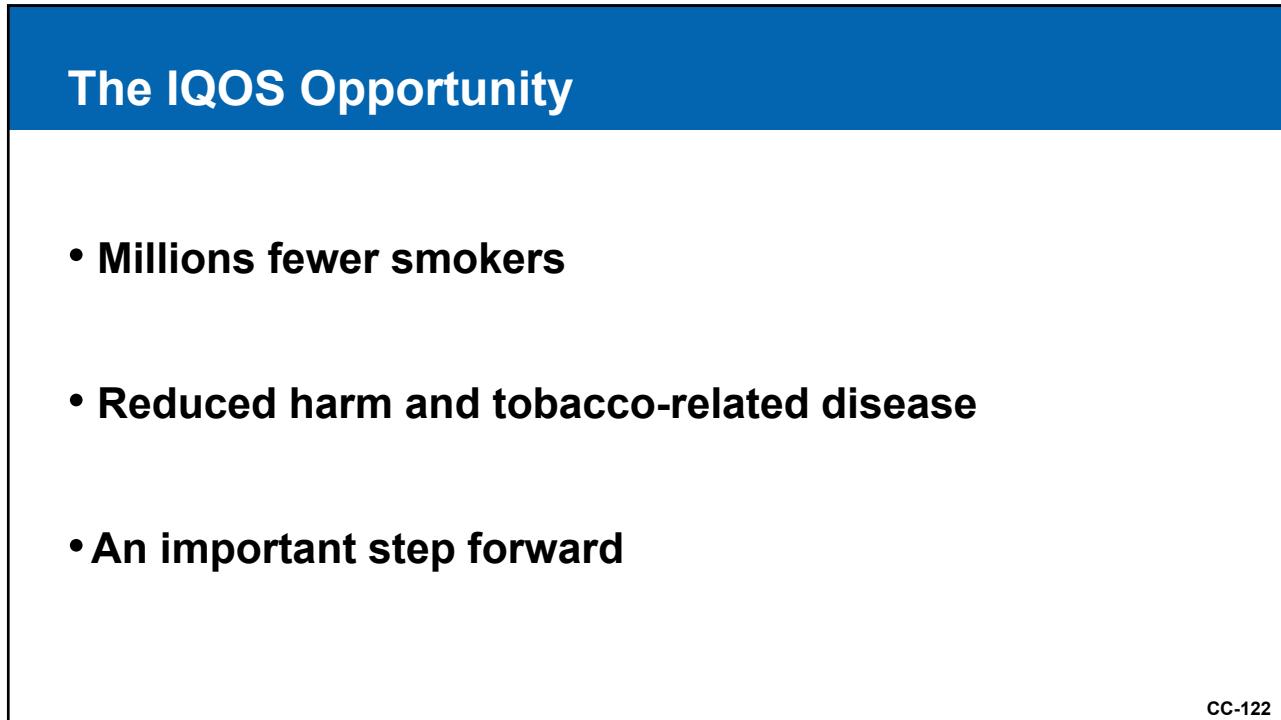
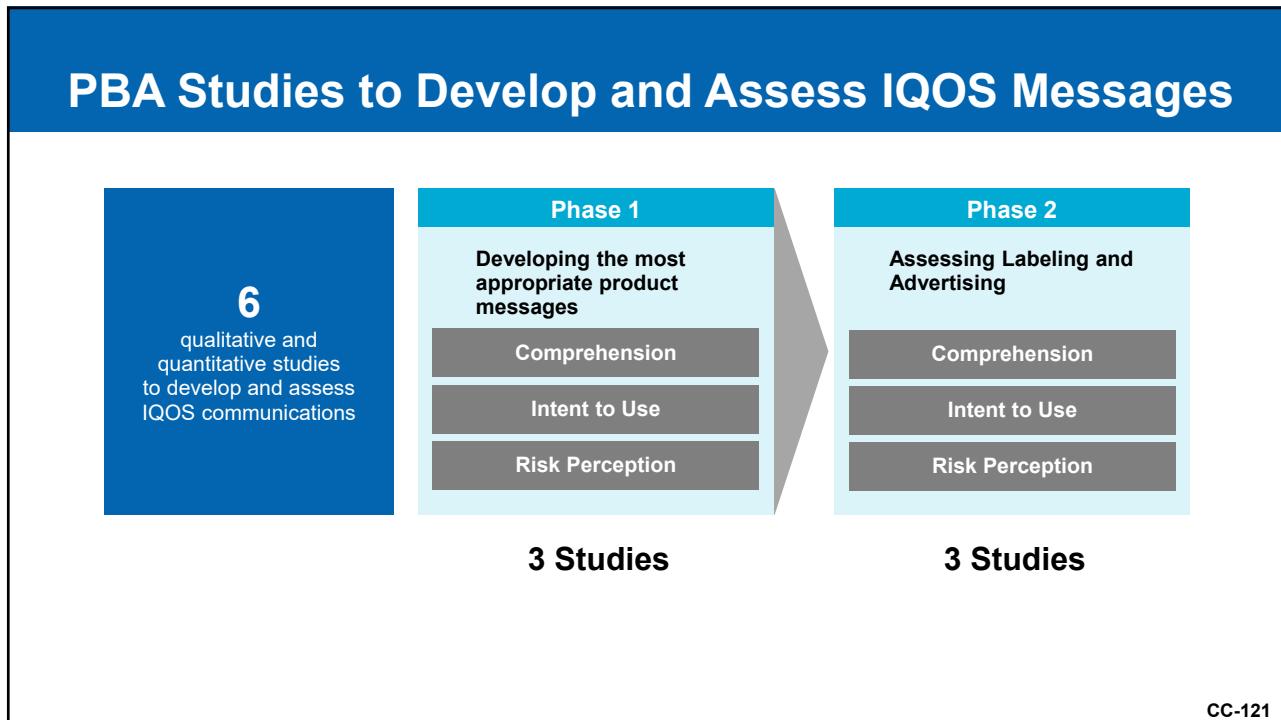
Post-Market Consumer Panel Surveys



	South Korea n=631	Japan n=6925	Italy n=4197	Germany n=2249	Switzerland n=2101
<b>100% IQOS</b>	63%	68%	57%	50%	47%
<b>Exclusive Use: [95-100%] IQOS</b>	73%	72%	61%	55%	51%

CONSUMER PANEL SURVEYS, August 2017

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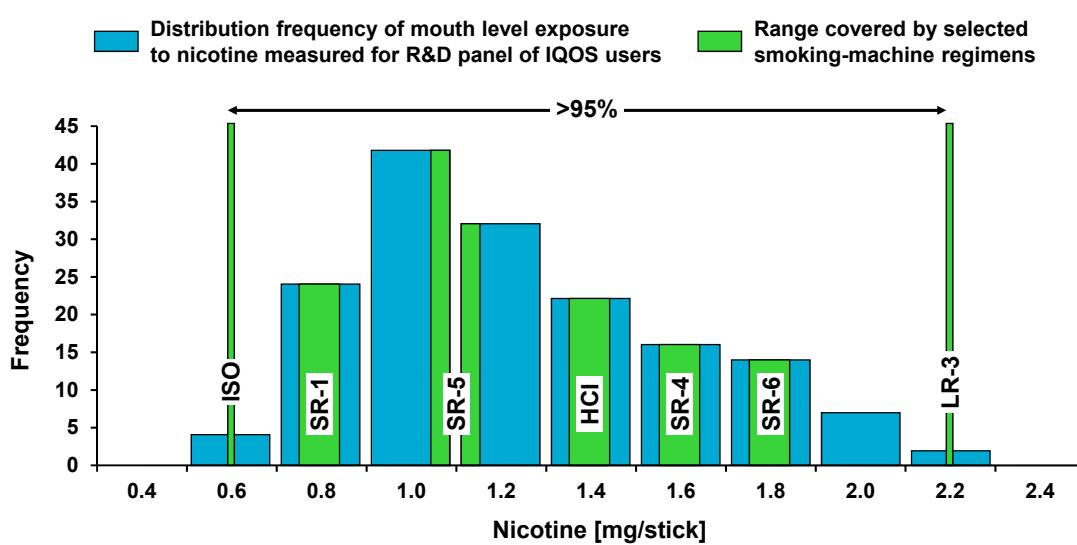


## Tobacco Products Scientific Advisory Committee

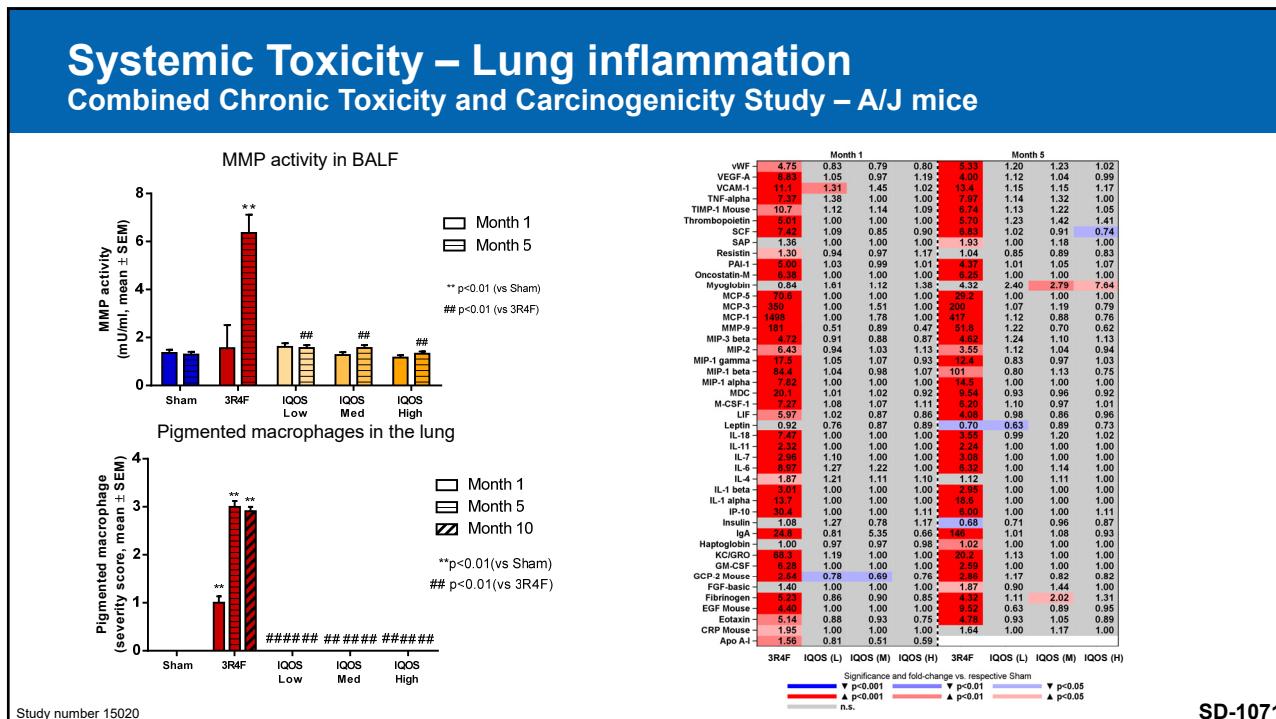
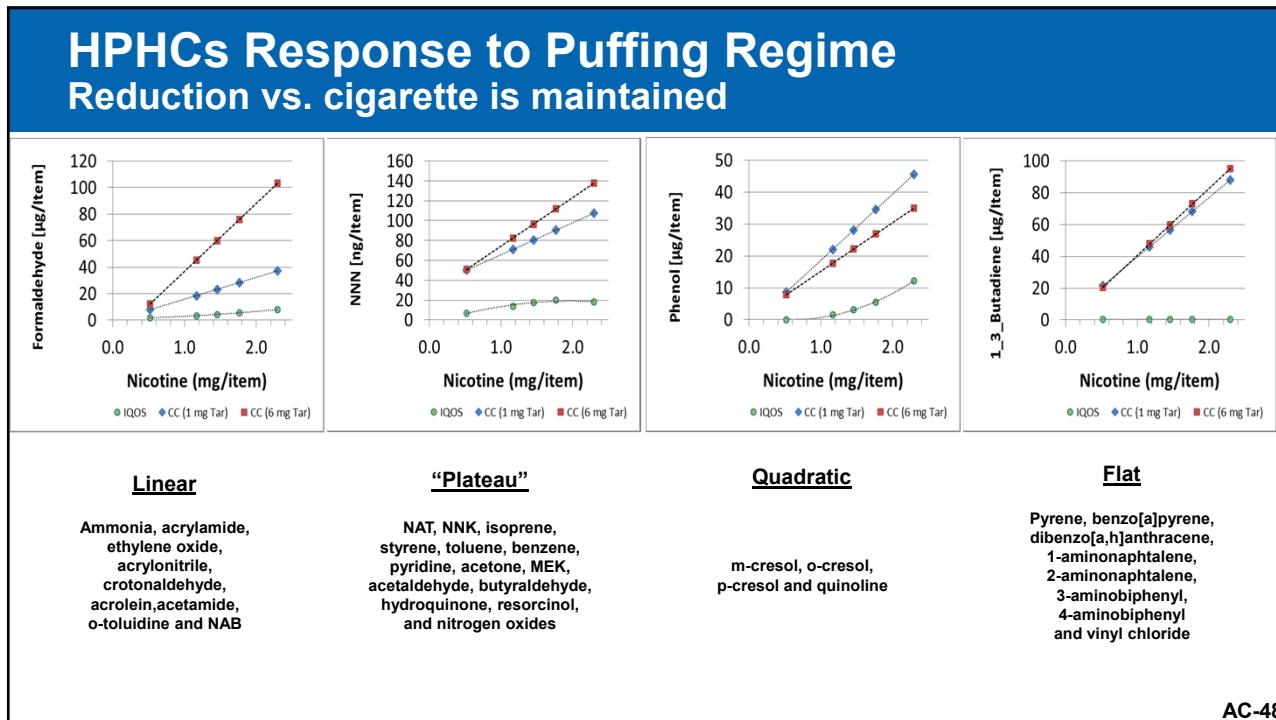
Sponsor backup slides shown

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### Human vs Machine-smoking Range



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## IQOS In Market Usage Patterns

Post-Market Consumer Panel Surveys



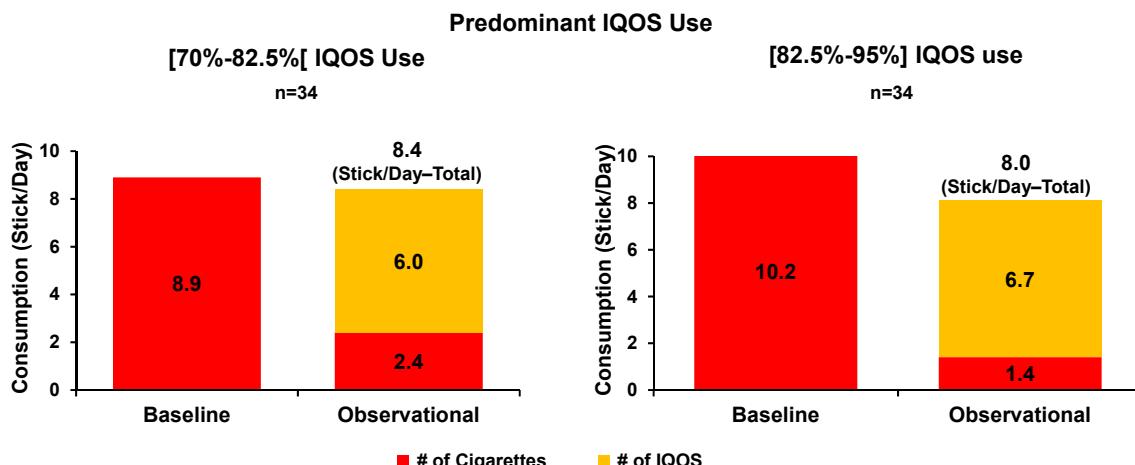
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## No Increase in IQOS and Cigarettes Consumption Between Baseline and Observational Period

### Actual Use Study: IQOS + Cigarette Consumption



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