IQOS

A REDUCED RISK NICOTINE DELIVERY DEVICE OR A DEVICE TO ENHANCE AND CONTROL ABUSE (ADDICTION) POTENTIAL THROUGH MANIPULATION OF THE PATTERN NICOTINE DELIVERY?

A Healthier Marlboro Man or Artificially Intelligent Nicotine Robot?

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Factors That Enhance Nicotine Abuse Liability

and are Strongly Influenced by “Pattern” of Nicotine Delivery.

Unit Nicotine Dose: Brief High Exposure to CNS Receptors

Speed of Delivery (immediate deposition of nicotine to the lung)

Puff intervals without nicotine exposure

Schedule of reinforcement (repeated puffing with a high brief doses, 9 Puffs per cigarette)

(Pattern of delivery is a potential modulators of nicotine “pleasure” and “satisfaction” of a cigarette)

“When operating the EHTS holder heating blade is heated to the selected operating temperature and air flow passes through the EHTP at a given intervals (“puffing”). This includes not only the components central to the heating performance (such as the heater itself and the control electronics), but also firmware.

“The user’s puff initiates the use heating cycle, which follows a puff-by-puff heating profile designed to provide a consistent user experience throughout use.”

“The heating profile is predetermined.”
“The user draw initiates the use heating cycle, which follows a puff-by-puff heating profile designed to provide the user experience throughout use.”
Commercialization of iQOS in Japan: Guided Trials, Customer CARE, iQOS Embassies, Retail Outlets, & E Commerce and Digital Marketing
IQOS: Incremental Product Improvements

Nagoya Pilot (2014)

Base device

Product Improvements
- Aesthetics
- Automatic blade cleaning
- Easier holder insertion

2016

Product Improvements
- Aesthetics
- Improved user interface
- Reinforced opening system

2017

Product Improvements
- Faster charging at holder
- Bluetooth connectivity
- Mobile App

2018+

Continued innovation

Note: Reduced-Risk Products ("RRPs") is the term PMI uses 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. Images are for illustrative purposes only.