

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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**(
No conflicts of Interest)**

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Document Research**

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)

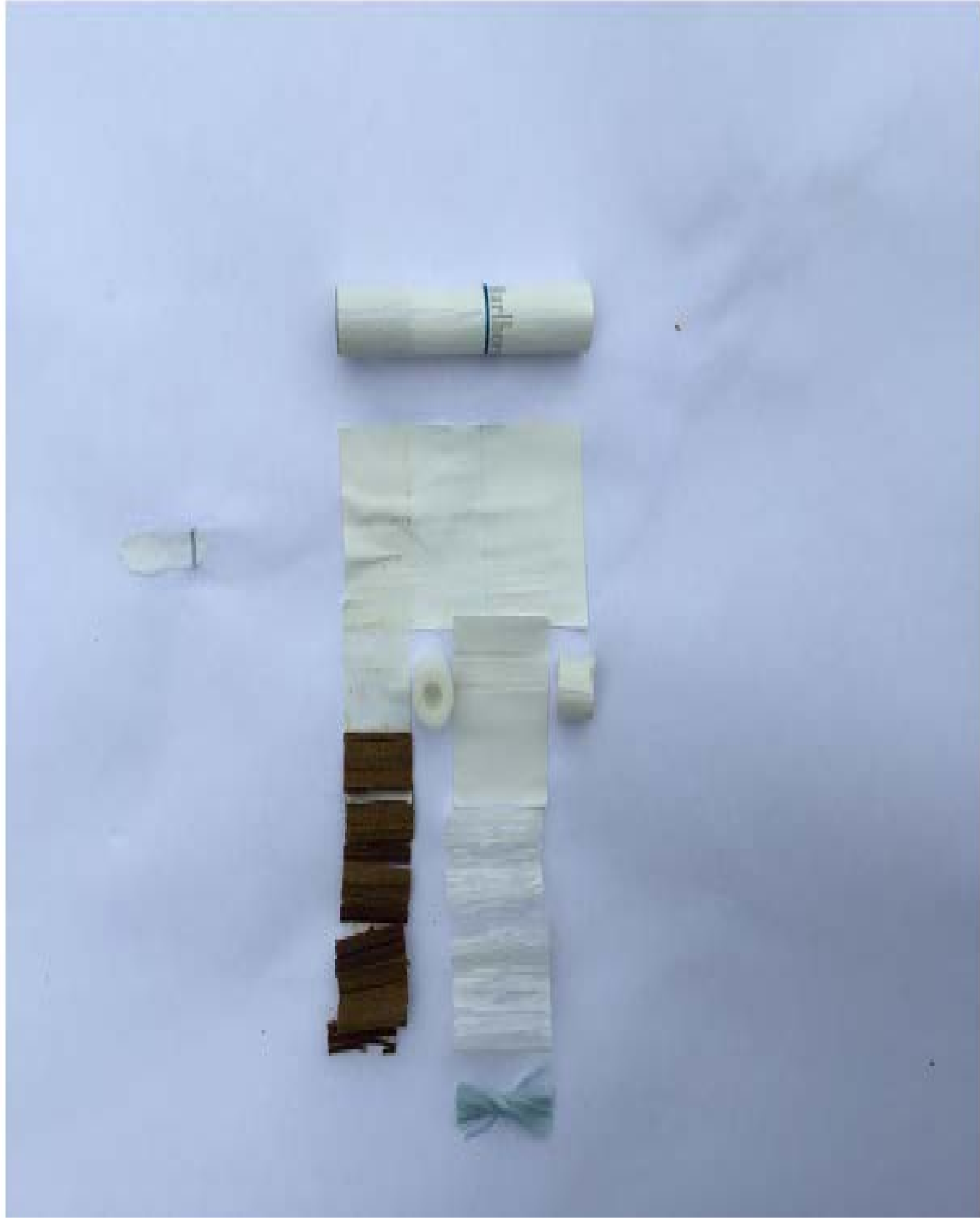
Puff intervals without nicotine exposure

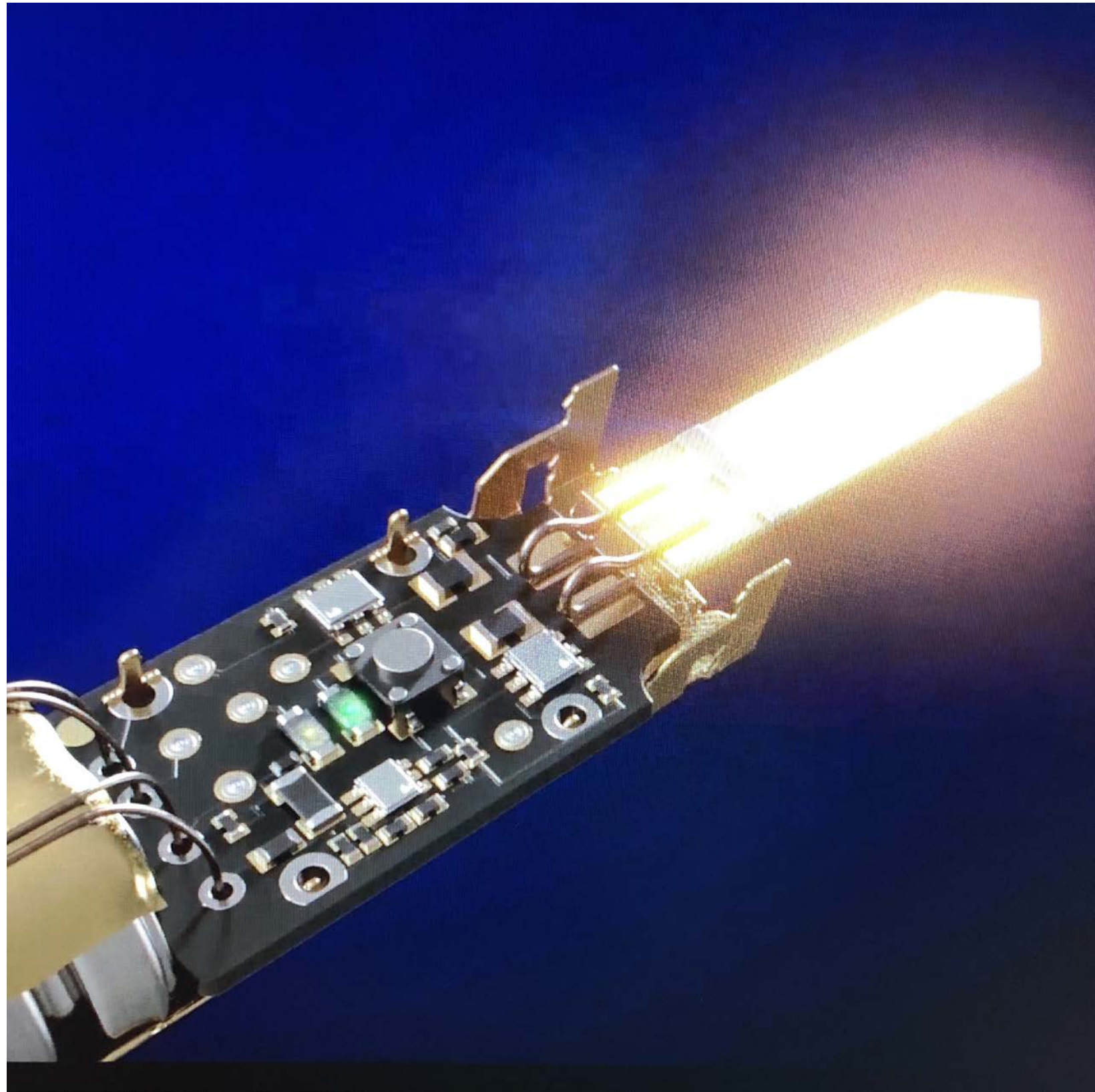
**Schedule of reinforcement (repeated puffing with a high brief doses,
9 Puffs per cigarette)**

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

(source: Abuse liability of electronic nicotine delivery systems. Regulatory precedent from the FDA 2015 Guidance for Abuse Deterrence of Opioids. Henningfield JE, Cone EJ, Buchhalter AR, Fant RV. ISGIDAR Nicotine Symposium. Phoenix, 13 June 2015).







“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”**

“The length of takesw to for a user tkim e it takes

Commercialization of IQOS in Japan: Guided Trials, Customer CARE, IQOS Embassies, Retail Outlets, & E Commerce and Digital Marketing



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426: Commercialization Approach

Guided Trials



IQOS Embassies



IQOS Retail Outlets



Customer Care Programs



E-commerce / Digital Marketing

Not a Financial Product (NFP) is the term PM used to refer to products that present, are likely to present, or have the potential to present a risk of financial loss to the consumer. (PMI Internal Document)



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IQOS: Incremental Product Improvements



Nagoya Pilot (2014)

Base device



2016

Product Improvements

- Aesthetics
- Automatic blade cleaning
- Easier holder insertion



2017

Product Improvements

- Aesthetics
- Improved user interface
- Reinforced opening system
- Faster charging of 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. Views are for illustrative purposes only.