

Module 1.8 Product Promotional Material

1. INTRODUCTION

The marketing plan for the *proposed MRTPs* is the same as the marketing plan presented in the corresponding PMTAs¹. The planned inclusion of the modified risk claims, if authorized, in the marketing of the *proposed MRTPs* is consistent with what was submitted, and authorized by the FDA, for the marketing of the *authorized MRTPs* as Modified Risk Tobacco Products.²

2. MARKETING PLAN OVERVIEW

Upon issuance by FDA of a Modified Risk Granted Order (MRGO), under section 911(g)(1) of the FD&C Act, we intend to continue to use the current marketing plan for the *proposed MRTPs*, adding the authorized claim language when appropriate given the context and marketing channel. As with the *authorized MRTPs*, the target audience for the *proposed MRTPs* will continue to be adult smokers and adult consumers of other nicotine products. We provide the most current scientific information on this subject that has been collected and/or published since we originally submitted the corresponding PMTAs on March 4, 2020. Full details are provided within the cross-referenced TPMF³. The marketing plan for the *proposed MRTPs* utilizing the modified risk claim, if authorized, will be consistent with the current marketing for the *authorized MRTPs*, utilizing the (b) (4)

3. CONCLUSION

(b) (4)

¹ Marketing Plan information is in (b) (4) (all documents are relevant).

² MR0000020, MR0000021, MR0000022, MR0000023, MR0000024, MR0000025, MR0000026, MR0000027, MR0000028, MR0000029. These products will be referred to as *authorized MRTPs* throughout this section.

³ The Swedish Match TPMF letter of authorization is in (b) (4)

(b) (4)

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