

Philip Morris Products S.A.	Confidential
2022 Annual Report for PM0000424-PM0000426, PM0000479 and PM0000634	Page 1 of 107
Annex 12: Advertising, Marketing, and/or Promotional Materials	Version 1.0

Annex 12: Advertising, Marketing, and/or Promotional Materials

Product	<i>Marlboro Amber HeatSticks</i> <i>Marlboro Green Menthol HeatSticks</i> <i>Marlboro Blue Menthol HeatSticks</i> <i>IQOS System Holder and Charger</i> <i>IQOS 3 System Holder and Charger</i>
FDA STN	PM0000424-PM0000426, PM0000479, PM0000634
Reporting Period	March 1, 2021 to February 28, 2022

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1. OVERVIEW

The Marketing Orders¹ require submission of an Annual Report with a summary of how the marketing of the tobacco products continues to be appropriate for the protection of public health, including “[a]ll final full color-advertising, marketing, and/or promotional materials, published, disseminated to adult smokers 21 years of age or older, or for use in engaging or communicating with consumers not previously submitted, along with the original date such materials were first disseminated and the date they were discontinued, and a description of all changes to the materials.”

Altria Client Services LLC (“ALCS”), on behalf of PM USA, submitted advertising, marketing, and promotional materials to the FDA through the 30-Day Notification process throughout the reporting period. The items we submit with this Appendix consist of marketing assets not previously submitted through the 30-Day Notification Process, including additional asset sizes not previously identified and previously submitted assets with changes to informational content (e.g., dates, text, and device images updates). These assets are the types of items addressed in FDA’s February 18, 2020 response to our specific requests regarding the manner in which to submit certain types of labeling and marketing materials to FDA².

With this context, [Table 1](#) below lists all materials not previously submitted as part of a 30-Day Notification. Each asset shows a date of dissemination and a date of discontinuation.

Table 1: Materials Not Previously Submitted

Asset POS Number	Description of Change	Previously Submitted POS#	Previously Submitted Batch Date (mm-dd-yyyy)	Dissemination Date (mm-dd-yyyy)	Discontinuation Date (Out of market) (mm-dd-yyyy)
(b)	Resizing – additional sizes of previously submitted asset	(b)	3/5/2021	4/5/2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b)	3/5/2021	4/5/2021	11-28-2021
(b)	Resizing – additional sizes of previously submitted asset	(b)	3/5/2021	4/5/2021	11-28-2021

¹ This Annex is responsive to the April 30, 2019 Marketing Order for PM0000424-PM0000426 and PM0000479, and the December 7, 2020 Marketing Granted Order for PM0000634. We refer to both orders collectively here as the “Marketing Orders”

² February 18, 2020 correspondence from Lillian Ortega, Office of Compliance and Enforcement, STN TC0005203.

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Asset POS Number	Description of Change	Previously Submitted POS#	Previously Submitted Batch Date (mm-dd-yyyy)	Dissemination Date (mm-dd-yyyy)	Discontinuation Date (Out of market) (mm-dd-yyyy)
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	3-5-2021	4-5-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	3-5-2021	4-5-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	2-19-2021	4-1-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	2-19-2021	5-27-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	2-19-2021	5-18-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	2-19-2021	5-3-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	2-19-2021	5-27-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	2-19-2021	4-15-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	2-19-2021	6-30-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	8-6-2021	10-1-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	8-6-2021	10-1-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	8-6-2021	10-1-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	8-6-2021	10-1-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	3-5-2021	4-5-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	3-5-2021	4-5-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	3-5-2021	4-5-2021	11-28-2021

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Asset POS Number	Description of Change	Previously Submitted POS#	Previously Submitted Batch Date (mm-dd-yyyy)	Dissemination Date (mm-dd-yyyy)	Discontinuation Date (Out of market) (mm-dd-yyyy)
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	3-5-2021	4-5-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	1-22-2021	3-16-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	8-14-2020	7-3-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	7-15-2021	8-18-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	7-15-2021	8-18-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	7-22-2021	8-22-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	7-22-2021	8-22-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	7-22-2021	8-22-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	7-22-2021	8-22-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	7-22-2021	8-22-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	7-22-2021	8-22-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	7-22-2021	8-22-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	7-22-2021	8-22-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	7-22-2021	8-22-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	7-22-2021	8-22-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	7-22-2021	8-22-2021	11-28-2021

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(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	7-22-2021	8-22-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	8-6-2021	10-1-2021	11-28-2021
(b) (4)	Resizing – additional sizes of previously submitted asset	(b) (4)	7-22-2021	8-22-2021	11-28-2021
(b) (4)	Versioning: Text update to previously submitted asset	(b) (4)	8-20-2021	10-13-2021	11-28-2021
(b) (4)	Versioning: Creative asset update to previously submitted asset	(b) (4)	7-9-2021	8-24-2021	11-28-2021
(b) (4)	Versioning: Creative asset update to previously submitted asset	(b) (4)	3-5-2021	4-15-2021	11-28-2021
(b) (4)	Versioning: Text update to previously submitted asset	(b) (4)	3-5-2021	4-15-2021	11-28-2021
(b) (4)	Versioning: Text update (Sales Tax) to previously submitted asset	(b) (4)	3-5-2021	7-28-2021	11-28-2021
(b) (4)	Versioning: Expiration Date Change to previously submitted asset	(b) (4)	5-11-2020	3-29-2021	11-28-2021
(b) (4)	Versioning: Creative asset update to previously submitted asset	(b) (4)	11-1-2019	7-22-2021	11-28-2021
(b) (4)	Versioning: Text update to previously submitted asset	(b) (4)	9-11-2020	3-30-2021	11-28-2021
(b) (4)	Versioning: Text (Offer Language) update to previously submitted asset	(b) (4)	9-11-2020	6-16-2021	11-28-2021
(b) (4)	Versioning: Text update to previously submitted asset	(b) (4)	11-1-2019	8-12-2021	11-28-2021

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2. ASSET (b) (4)

Asset	Dimensions
(b) (4)	

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(b) (4)

WARNING: This product contains nicotine. Nicotine is an addictive chemical.



© Philip Morris USA 2021 NT990-C1

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



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3. ASSET (b) (4)

Asset	Dimensions
(b) (4)	

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(b) (4)

WARNING: This product contains nicotine. Nicotine is an addictive chemical.



© Philip Morris USA 2021 NT190-C1

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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4. ASSET (b) (4)

Asset	Dimensions
(b) (4)	

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WARNING: This product contains nicotine. Nicotine is an addictive chemical.

WARNING: This product contains nicotine. Nicotine is an addictive chemical.



It's not a vape.
It's not an e-cig.

It's real tobacco
with less odor
and no ash.

IQOS® IS THE ONLY PRODUCT OF ITS KIND
THAT CAN MAKE THIS CLAIM

The IQOS® system heats tobacco but does not burn it. This significantly reduces the production of harmful and potentially harmful chemicals. Scientific studies have shown that switching completely from conventional cigarettes to the IQOS® system significantly reduces your body's exposure to harmful or potentially harmful chemicals.



© Philip Morris USA 2021. 1800742

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Want to learn more? Visit getIQOS.com

IQOS®
Site limited to smokers 21+



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5. ASSET (b) (4)

Asset	Dimensions
(b) (4)	

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6. ASSET (b) (4)

Asset	Dimensions
(b) (4)	

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7. ASSET (b) (4)

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(b) (4)

WARNING: This product contains nicotine. Nicotine is an addictive chemical.



© Philip Morris USA 2021 N7020-C1

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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8. ASSET (b) (4)

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(b) (4)

WARNING: This product contains nicotine. Nicotine is an addictive chemical.



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SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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9. ASSET (b) (4)

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(b) (4)

25" W
24" W
23" W

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

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SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



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10. ASSET (b) (4)

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(b) (4)

WARNING: This product contains nicotine. Nicotine is an addictive chemical.



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SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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11. ASSET (b) (4)

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8.825 in
78.375 in
57.875 in

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

Reduce your body's exposure to harmful chemicals by switching completely from cigarettes to IQOS®.

The IQOS® system heats tobacco but does not burn it.

This significantly reduces the production of harmful and potentially harmful chemicals.

Scientific studies have shown that switching completely from conventional cigarettes to the IQOS® system significantly reduces your body's exposure to harmful or potentially harmful chemicals.

Marlboro AMBER

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

Marlboro BLUE MENTHOL

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

Marlboro GREEN MENTHOL

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

© Philip Morris USA 2021 1605942 IQOS® is available in select markets.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

IQOS®

Learn more at gotIQOS.com

Size limited to smokers 25+

Cyan Magenta Yellow Black

ISO 12647-7 Digital Control Strip 2007

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12. ASSET (b) (4)

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WARNING: This product contains nicotine. Nicotine is an addictive chemical.

**SMOKERS,
ARE YOU
TIRED OF
SMELLING
LIKE SMOKE?**

**ASK ME ABOUT A NEW FORM OF TOBACCO
WITH LESS LINGERING ODOR.**

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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13. ASSET (b) (4)

Asset	Dimensions
(b) (4)	

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**WARNING: This
product contains
nicotine. Nicotine is
an addictive chemical.**

Cigarettes burn tobacco.
IQOS® heats it.
There's a reason why.



See why our heat-not-burn technology matters.

The IQOS® System heats tobacco but does not burn it.
This significantly reduces the production of harmful and potentially
harmful chemicals.
Scientific studies have shown that switching completely from
conventional cigarettes to the IQOS® System significantly reduces your body's
exposure to harmful or potentially harmful chemicals.

Want to learn more? Visit getIQOS.com
or follow us on Instagram @get_iqos

IQOS® TOBACCO
HEATING
SYSTEM

Site limited to eligible smokers 21+

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**



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14. ASSET (b) (4)

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29.000 in
28.000 in
27.000 in

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS®
DEVICE \$45

IQOS® | **AUTHORIZED RETAILER**



45.000 in
44.000 in
43.000 in

DEVICE VALUED AT \$120

IQOS® 3 System

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Coreplast (Circle K)

(b) (4)

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15. ASSET (b) (4)

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14.750"

14.500"

14.000"

14.750"

14.500"

14.000"


WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS[®]

DEVICE \$45

IQOS[®] | AUTHORIZED RETAILER

DEVICE VALUED AT \$120



SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

IQOS[®] 3 System

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(b) (4)

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS[®] 3
DEVICE SOLD HI



IQOS® 3 System

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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(b) (4)

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16. ASSET (b) (4)

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24.250" 23.750" 22.250"

**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

© 2019 Philip Morris Inc. All rights reserved. IQOS is a trademark of Philip Morris Inc.

**IQOS®
DEVICE \$45**

**IQOS® | AUTHORIZED
RETAILER**

Philip Morris Inc. 19

DEVICE
VALUED AT
\$120



IQOS® 3 System

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

(b) (4)

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17. ASSET (b) (4)

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5.500"

6.000"

6.500"

26.500"

26.000"

25.500"

WARNING: This product contains nicotine. Nicotine is an addictive chemical.


© 2014 Lorillard Licensing LLC. All rights reserved. IQOS is a registered trademark of Lorillard Licensing LLC. IQOS is not a cigarette. IQOS is not a pipe. IQOS is not a cigarette. IQOS is not a pipe. IQOS is not a cigarette. IQOS is not a pipe.

IQOS[®]

DEVICE \$45

IQOS[®] | AUTHORIZED RETAILER

DEVICE VALUED AT \$120



IQOS[®] 3 System

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

(b) (4)

26,500

26,000

25,500

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

IQOS® 3 System



(b) (4)

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18. ASSET (b) (4)


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29.000 in
28.000 in
27.000 in

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS®
DEVICE
SOLD HERE



Marlboro AMBER
WARNING: This product contains nicotine. Nicotine is an addictive chemical.

Marlboro GREEN MENTHOL
WARNING: This product contains nicotine. Nicotine is an addictive chemical.

Marlboro BLUE
WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS® 3 System

IQOS® | **AUTHORIZED RETAILER**

getIQOS.com
Site limited to Smokers 21+.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

45.000 in
44.000 in
43.000 in

© Philip Morris USA 2021 CPOS-06400-83
Coreplast (Circle K)

(b) (4)

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19. ASSET (b) (4)

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14.750"

14.500"

14.000"

14.750"

14.500"

14.000"

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS®

DEVICE SOLD HERE

Marlboro

AMBER

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

Marlboro

GREEN MENTHOL

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS

IQOS® 3 System

IQOS®

AUTHORIZED RETAILER

getIQOS.com

Site limited to Smokers 21+.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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(b) (4)

14.750"

14.500"

14.000"

14.750"


14.500"

14.000"

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS® 3

DEVICE SOLD HERE



IQOS® 3 System

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SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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20. ASSET (b) (4)

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24.250" 23.750" 22.250"

**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

**IQOS[®]
DEVICE
SOLD HERE**

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.



(b) (4)

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21. ASSET (b) (4)

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WARNING: This product contains nicotine. Nicotine is an addictive chemical.

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IQOS[®]

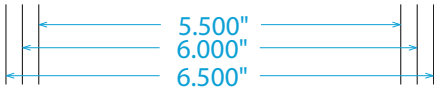
DEVICE SOLD HERE

IQOS[®]

AUTHORIZED
RETAILER

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Marlboro
IQOS 3 System




26.500"
26.000"
25.500"

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

© 2014 Lorillard Inc. All rights reserved. IQOS is a registered trademark of Lorillard Inc. in the U.S. and other countries. IQOS is not a cigarette. IQOS is not a pipe. IQOS is not a cigarette. IQOS is not a pipe. IQOS is not a cigarette. IQOS is not a pipe.

IQOS[®] 3

DEVICE SOLD HERE



IQOS[®] 3 System

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

5.500"
6.000"
6.500"

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22. ASSET (b) (4)

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23.750 in
23.500 in
23.000 in

21.250 in
21.000 in
20.500 in

**WARNING: This product
contains nicotine. Nicotine
is an addictive chemical.**

**IQOS®
DEVICE \$45**

**IQOS® | AUTHORIZED
RETAILER**

DEVICE
VALUED AT
\$120



**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

IQOS® 3 System

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23. ASSET (b) (4)

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WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS[®]
DEVICE \$45

IQOS[®] | AUTHORIZED
RETAILER

DEVICE
VALUED AT
\$120



SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

IQOS[®] 3 System

(b) (4)

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24. ASSET (b) (4)

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23.750 in
23.500 in
23.000 in

21.250 in
21.000 in
20.500 in

**WARNING: This product
contains nicotine. Nicotine
is an addictive chemical.**

**IQOS®
DEVICE SOLD HERE**

**IQOS® | AUTHORIZED
RETAILER**



**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

getIQOS.com

Site limited to Smokers 21+.

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Marlboro are trademarks of Philip Morris Inc. All rights reserved.

(b) (4)

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25. ASSET (b) (4)

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WARNING: This product
contains nicotine. Nicotine
is an addictive chemical.

IQOS®
DEVICE SOLD HERE

IQOS® | AUTHORIZED
RETAILER



SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

getIQOS.com

Site limited to Smokers 21+.

(b) (4)

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26. ASSET (b) (4)

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WARNING: This product contains nicotine. Nicotine is an addictive chemical.

No lighters. No ashtrays. Just real tobacco with less lingering odor.



WARNING: This product contains nicotine. Nicotine is an addictive chemical.

See why our heat-not-burn technology matters.

The IQOS® System heats tobacco but does not burn it.

This significantly reduces the production of harmful and potentially harmful chemicals.

Scientific studies have shown that switching completely from conventional cigarettes to the IQOS® System significantly reduces your body's exposure to harmful or potentially harmful chemicals.



Want to learn more?
Scan the QR code to visit
getIQOS.com or follow us
on Instagram @get_iqos



IQOS®
getiqos.com

TOBACCO
HEATING
SYSTEM

Site limited to eligible smokers 21+

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Cyan Magenta Yellow Black



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27. ASSET (b) (4)

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**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

IQOS®
DEVICE \$45
**IQOS® | AUTHORIZED
RETAILER**



DEVICE
VALUED AT
\$120

IQOS® 3 System

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

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© 2016 Lorillard

8.578" 7.673" 8.328" 22.64" 22.39" 19.55"

(b) (4)

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28. ASSET (b) (4)

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**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

IQOS®

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.



LOG IN OR REGISTER

[Store Locator](#)
[Register Your Device](#)
[Refer A Friend](#)

Discover IQOS®

Meet IQOS® >
Video Guides >
Brand News >

Shop IQOS®

3.0 System >
2.4 System >
Bundles >
Accessories >

Help & Settings

My IQOS® >
Support >
Contact Us >

**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

IQOS®

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.



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- [Register Your Device](#)
- [Refer A Friend](#)

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- Meet IQOS® >
- Video Guides >
- Brand News >

Help & Settings

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- Support >
- Contact Us >

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29. ASSET (b) (4)

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**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**


IQOS®

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

REFER-A-FRIEND

SHOP IQOS®

IQOS
SYSTEM & BUNDLE



REFER A FRIEND

Invite a fellow smoker 21+ to learn more about IQOS®. Through 5/31, you'll get even more. They'll get \$40 towards their first IQOS® Bundle. And once they've made their purchase, you'll get a \$40 reward code.

THEIR EMAIL ADDRESS

☐ CHECK THIS BOX TO CONFIRM YOUR FRIEND IS A SMOKER 21+.

INVITE A SMOKER 21+

Limited to smokers 21+. Reward offer valid for purchase of IQOS® Bundle only. Reward offer valid for up to 60 days from email receipt.

HOW IT WORKS

SHARE

Send a fellow smoker 21+ an email with details about our Refer-A-Friend program.

GIVE \$40

Your smoker 21+ friend will receive a code for \$40 credit towards their purchase of an IQOS® Bundle.

GET \$40

Once they've used their code and purchased their first IQOS® Bundle, we'll send you a \$40 reward code.



VISIT STORE

From products to answers, you can find what you're looking for at one of our IQOS® stores.

FIND A STORE



SHOP IQOS®

Order your IQOS® System for delivery or in store pickup.

SHOP ONLINE

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30. ASSET (b) (4)

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[illegible]

[illegible]

**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

IQOS®

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

SHOP IQOS®


IQOS® BUNDLES


IQOS® SYSTEM

IQOS® ACCESSORIES

CHECKOUT (0)

Go Back





IQOS® 3 Ten-Pack Bundle

\$XX.XX

In-Store Pickup Only.

PICKUP LOCATION

IQOS® Corner Store at XXX

Edit

SELECT COLOR

Gold

QUANTITY

1

ADD TO CART

SAVE \$XX ON YOUR IQOS® 3 TEN-PACK BUNDLE

Purchase the IQOS® 3 Ten-Pack Bundle and get \$XX off. Promotional discount applied in-store at time of pickup. Pricing may vary by your purchase location. Selection of HeatSticks® variety to occur at pickup.

ABOUT THE IQOS® 3 TEN-PACK BUNDLE

Enjoy a long-lasting, convenient and modern tobacco experience with IQOS® 3. This Bundle includes everything you'll need to make the switch to IQOS®.

• IQOS® 3 Holder

• IQOS® 3 USB Cable

• IQOS® 3 Pocket Charger

• IQOS® 3 Power Adapter

• IQOS® 3 Cleaner

• 10 HeatSticks® Packs

• IQOS® 3 Cleaning Sticks

SPECIFICATIONS

— IQOS® 3 POCKET CHARGER

Charge time

About 120 minutes

Charge duration

About 20 IQOS® 3 Holder Sessions

Size

4.5"H x 1.75"W

Model

M0002

Battery type

Li-ion rechargeable battery

Input

5V 2A

— IQOS® 3 HOLDER

Charge time

About 120 minutes

Charge duration

About 20 IQOS® 3 Holder Sessions

Size

3.625"H x 0.375"W

Model

A1404


Battery type


Li-ion rechargeable battery


Rated voltage

5V 1.6A

PICKUP OPTIONS







IQOS® Stores

Mobile IQOS® Stores

IQOS® Corners

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TERMS OF SALE

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TOBACCORIGHTS.COM

RESPONSIBILITY

© 2021 PHILIP MORRIS USA INC.

\$XX.XX

In-Store Pickup Only

PICKUP LOCATION

[IQOS® Corner Store at XXX](#)

SELECT COLOR

QUANTITY

Gold

ADD TO CART

SAVE \$XX ON YOUR 1005[®] 3 FIVE-PACK BUNDLE

Purchase the IQOS® 3 Five-Pack Bundle and get \$XX off.
Promotional discount applied in-store at time of pickup.

Pricing may vary by your purchase location.

Selection of HeatSticks® variety to occur at pickup.

ABOUT THE IQOS® 3 FIVE-PACK BUNDLE

Along with its powerful battery for long-lasting enjoyment, the IQOS® 3 also introduces a side opening for easy and reliable access, and new, smooth colors to choose from. This Bundle includes everything you'll need to make the switch to IQOS®.

- IQOS® 3 Holder
- IQOS® 3 USB Cable
- IQOS® 3 Pocket Charger
- IQOS® 3 Power Adapter
- IQOS® 3 Cleaner
- 5 HeatSticks® Packs
- IQOS® 3 Cleaning Sticks

SPECIFICATIONS

- IGOS® 3 POCKET CHARGER

Charge time	About 120 minutes
Charge duration	About 20 IQOS® 3 Holder Sessions
Size	4.5"H x 1.75"W
Model	M0002
Battery type	Li-ion rechargeable battery
Input	5V 2A

- IQOS® 3 HOLDER

Charge time	About 120 minutes
Charge duration	About 20 IQOS® 3 Holder Sessions
Size	3.625"H x 0.375"W
Model	A1404
Battery type	Li-ion rechargeable battery
Rated voltage	5V 1.6A

PICKUP OPTIONS



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31. ASSET (b) (4)

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[illegible]

**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

IQOS®

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

SHOP IQOS®


IQOS® BUNDLES

IQOS® SYSTEM

IQOS® ACCESSORIES


CHECKOUT (0)

Go Back



Go Back

Next



IQOS® 3 Ten-Pack Bundle

\$XX.XX

In-Store Pickup or Home Delivery

Same-day Home Delivery is available in select cities for orders placed before XX p.m.

PICKUP LOCATION

IQOS® Corner at XXX

Edit

SELECT COLOR

Gold

QUANTITY

1

ADD TO CART

SAVE \$XX ON YOUR IQOS® 3 TEN-PACK BUNDLE

Purchase the IQOS® 3 Ten-Pack Bundle and get \$XX off. Promotional discount applied in-store at time of pickup. Pricing may vary by your purchase location. Selection of HeatSticks® variety to occur at pickup.

ABOUT THE IQOS® 3 TEN-PACK BUNDLE

Enjoy a long-lasting, convenient and modern tobacco experience with IQOS® 3. This Bundle includes everything you'll need to make the switch to IQOS®.

• IQOS® 3 Holder

• IQOS® 3 USB Cable

• IQOS® 3 Pocket Charger

• IQOS® 3 Power Adapter

• IQOS® 3 Cleaner

• 10 HeatSticks® Packs

• IQOS® Cleaning Sticks

SPECIFICATIONS

IQOS® 3 POCKET CHARGER

Charge time

About 120 minutes

Charge duration

About 20 IQOS® 3 Holder sessions

Size

4.5" H x 1.75" W

Model

M0002

Battery type

Li-ion rechargeable battery

Input

5V 2A

IQOS® 3 HOLDER

Charge time

About 3 minutes, 30 seconds

Size

3.625" H x 0.375" W

Model

A1404

Battery type

Li-ion rechargeable battery

Rated voltage

5V 1.6A

PICKUP OPTIONS

IQOS® Stores

Mobile IQOS® Stores

IQOS® Corners

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**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

IQOS®

SHOP IQOS®


IQOS® BUNDLES









IQOS® SYSTEM

IQOS® ACCESSORIES

CHECKOUT (0)

Go Back





IQOS® 3 Ten-Pack Bundle

\$XX.XX

In-Store Pickup Only.

PICKUP LOCATION

IQOS® Corner Store at XXX

Edit

SELECT COLOR

Gold

QUANTITY

1

ADD TO CART

SAVE \$XX ON YOUR IQOS® 3 TEN-PACK BUNDLE

Purchase the IQOS® 3 Ten-Pack Bundle and get \$XX off. Promotional discount applied in-store at time of pickup.

Pricing may vary by your purchase location.

Selection of HeatSticks® variety to occur at pickup.

ABOUT THE IQOS® 3 TEN-PACK BUNDLE

Enjoy a long-lasting, convenient and modern tobacco experience with IQOS® 3. This Bundle includes everything you'll need to make the switch to IQOS®.

• IQOS® 3 Holder

• IQOS® 3 USB Cable

• IQOS® 3 Pocket Charger

• IQOS® 3 Power Adapter

• IQOS® 3 Cleaner

• 10 HeatSticks® Packs

• IQOS® Cleaning Sticks

SPECIFICATIONS

IQOS® 3 POCKET CHARGER

Charge time

About 120 minutes

Charge duration

About 20 IQOS® 3 Holder sessions

Size

4.5" H x 1.75" W

Model

M0002

Battery type

Li-ion rechargeable battery

Input

5V 2A

IQOS® 3 HOLDER

Charge time

About 3 minutes, 30 seconds

Size

3.625" H x 0.375" W

Model

A1404


Battery type

Li-ion rechargeable battery


Rated voltage

5V 1.6A


PICKUP OPTIONS



IQOS® Stores



Mobile IQOS® Stores



IQOS® Corners

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**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

IQOS®

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

SHOP IQOS®


IQOS® BUNDLES

IQOS® SYSTEM

IQOS® ACCESSORIES

CHECKOUT (0)

Go Back



Go Back

**IQOS® 3
Five-Pack Bundle**

\$XX.XX

In-Store Pickup or Home Delivery

Same-day Home Delivery is available in select cities for orders placed before XX p.m.

PICKUP LOCATION

IQOS® Corner at XXX

Edit

SELECT COLOR

QUANTITY

Gold

1

ADD TO CART

SAVE \$XX ON YOUR IQOS® 3 FIVE-PACK BUNDLE

Purchase the IQOS® 3 Five-Pack Bundle and get \$XX off. Promotional discount applied in-store at time of pickup.

Pricing may vary by your purchase location.

Selection of HeatSticks® variety to occur at pickup.

ABOUT THE IQOS® 3 FIVE-PACK BUNDLE

Along with its powerful battery for long-lasting enjoyment, the IQOS® 3 also introduces a side opening for easy and reliable access and new, smooth colors to choose from. This Bundle includes everything you'll need to make the switch to IQOS®.

• IQOS® 3 Holder

• IQOS® 3 USB Cable

• IQOS® 3 Pocket Charger

• IQOS® 3 Power Adapter

• IQOS® 3 Cleaner

• 5 HeatSticks® Packs

• IQOS® Cleaning Sticks

SPECIFICATIONS

IQOS® 3 POCKET CHARGER

Charge time

About 120 minutes

Charge duration

About 20 IQOS® 3 Holder sessions

Size

4.5" H x 1.75" W

Model

M0002

Battery type

Li-ion rechargeable battery

Input

5V 2A

IQOS® 3 HOLDER

Charge time

About 3 minutes, 30 seconds

Size

3.625" H x 0.375" W

Model

AH04




Battery type

Li-ion rechargeable battery

Rated voltage

5V 1.6A

PICKUP OPTIONS



IQOS® Stores

Mobile IQOS® Stores

IQOS® Corners

CONTACT US

HELP

PHILIPMORRISUSA.COM

TERMS OF USE

TERMS OF SALE

PRIVACY STATEMENT

TOBACCOGATE'S.COM

RESPONSABILITY

© 2021 PHILIP MORRIS USA INC.

**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

IQOS®

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

SHOP IQOS®


IQOS® BUNDLES

IQOS® SYSTEM

IQOS® ACCESSORIES

CHECKOUT (0)

Go Back



Go Back

IQOS® 3 Five-Pack Bundle

In-Store Pickup Only.

PICKUP LOCATION

IQOS® Corner Store at XXX

SELECT COLOR

Gold

QUANTITY

1

ADD TO CART

SAVE \$XX ON YOUR IQOS® 3 FIVE-PACK BUNDLE

Purchase the IQOS® 3 Five-Pack Bundle and get \$XX off. Promotional discount applied in-store at time of pickup.

Pricing may vary by your purchase location.

Selection of HeatSticks® variety to occur at pickup.

ABOUT THE IQOS® 3 FIVE-PACK BUNDLE

Along with its powerful battery for long-lasting enjoyment, the IQOS® 3 also introduces a side opening for easy and reliable access and new, smooth colors to choose from. This Bundle includes everything you'll need to make the switch to IQOS®.

• IQOS® 3 Holder

• IQOS® 3 Pocket Charger

• IQOS® 3 Cleaner

• IQOS® Cleaning Sticks

• IQOS® 3 USB Cable

• IQOS® 3 Power Adapter

• 5 HeatSticks® Packs

SPECIFICATIONS

IQOS® 3 POCKET CHARGER

Charge time

About 120 minutes

Charge duration

About 20 IQOS® 3 Holder sessions

Size

4.5" H x 1.75" W

Model

M0002

Battery type

Li-ion rechargeable battery

Input

5V 2A

IQOS® 3 HOLDER

Charge time

About 3 minutes, 30 seconds

Size

3.625" H x 0.375" W

Model

A1404

Battery type

Li-ion rechargeable battery

Rated voltage

5V 1.6A

PICKUP OPTIONS

IQOS® Stores

Mobile IQOS® Stores

IQOS® Corners

CONTACT US

HELP

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TERMS OF USE

TERMS OF SALE

PRIVACY STATEMENT

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Nicotine is an addictive chemical.**

IQOS®

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



SHOP IQOS®

IQOS® BUNDLES

IQOS® SYSTEM

IQOS® ACCESSORIES

CHECKOUT (0)

[Go Back](#)



IQOS® 3 Power Adapter

\$XXX.XX

Quantity

1

DELIVERY METHOD

Ship To Me

Pay today. Free 3- to 5-day shipping.

SHIP IT

In-Store Pickup

Pay in-store. Available for same-day pickup.

PICK IT UP

Pickup Location

[IQOS® Corner at XXX](#)

[Edit Store](#)

ABOUT THE IQOS® 3 POWER ADAPTER

The IQOS® 3 Power Adapter can be used with the USB Cable to charge your IQOS® 3 Pocket Charger.

SPECIFICATIONS

Model	S21A22 White
Power requirements	AC 100-240V, 50/60HZ, 0.3A 10W
Rated output	5V 2A

PICKUP OPTIONS



[IQOS® Stores](#)




[Mobile IQOS® Stores](#)



[IQOS® Corners](#)

**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**



SHOP IQOS®


IQOS® BUNDLES

IQOS® SYSTEM

IQOS® ACCESSORIES

CHECKOUT (0)

Go Back



IQOS® 3 USB Cable

\$XXX.XX

Quantity

1

DELIVERY METHOD

Ship To Me

Pay today. Free 3- to 5-day shipping.

SHIP IT

In-Store Pickup

Pay in-store. Available for same-day pickup.

PICK IT UP

Pickup Location

[IQOS® Corner at XXX](#)

[Edit Store](#)


ABOUT THE IQOS® 3 USB CABLE


Use the IQOS® 3 USB Cable with the Power Adapter to charge your IQOS® 3 Pocket Charger.


SPECIFICATIONS

Power requirements	AC 100-240V, 50/60HZ, 0.3A 10W
Rated output	5V 2A

PICKUP OPTIONS

[IQOS® Stores](#)

[Mobile IQOS® Stores](#)

[IQOS® Corners](#)

[CONTACT US](#)

[HELP](#)

[PHILIPMORRISUSA.COM](#)

[TERMS OF USE](#)

[TERMS OF SALE](#)

[PRIVACY STATEMENT](#)

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[RESPONSIBILITY](#)

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Nicotine is an addictive chemical.**

IQOS®

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

SHOPPING CART

[Go Back](#)

YOUR CART

In-Store Pickup

2 Items

Pickup Location

[Change](#)

IQOS® Store at Lenox Square
3293 Peachtree Rd NE
Suite 2027
Atlanta, GA 30326



IQOS® 2.4 Device Kit
State

Quantity
1

Fulfillment
In-Store Pickup

\$XXX.XX



IQOS® 2.4 Holder
State

Quantity
1

Fulfillment
In-Store Pickup

\$XXX.XX

IQOS® Delivery

2 Items



IQOS® 3 Ten-Pack Bundle
Gold

Quantity
1

Fulfillment
Delivery

\$XXX.XX



IQOS® 2.4 Five-Pack Bundle
White

Quantity
1

Fulfillment
Delivery

\$XXX.XX

Ship To Me

2 Items



IQOS® 3 Device Kit
Gold

Quantity
1

Fulfillment
Ship To Me

\$XXX.XX



IQOS® 2.4 Holder
State

Quantity
1

Fulfillment
Ship To Me

\$XXX.XX

Price Summary

In-Store Pickup

Items (2) \$XXX.XX
Sales Tax Based on pickup location
Shipping In-store pickup

IQOS® Delivery

Items (2) \$XXX.XX
Promotion -\$XX.XX
Estimated Sales Tax Based on delivery location
Shipping IQOS® Delivery

Ship To Me

Items (2) \$XXX.XX
Promotion -\$XX.XX
Estimated Sales Tax Not yet calculated
Shipping FREE

Order Total \$XXX.XX
Due Today \$XXX.XX

Promotional discounts applied in-store or upon delivery. Prices may vary.

[CHECKOUT \(6\)](#)

RECOMMENDED



IQOS® Holder
\$XX.XX

The IQOS® Holder uses cutting-edge technology and a...

[ADD TO CART](#)



IQOS® Holder
\$XX.XX

Personalize your IQOS® with our IQOS® Caps, available in 4...

[ADD TO CART](#)



USB Cable
\$XX.XX

Use the IQOS® USB Cable with your Power Adapter to...

[ADD TO CART](#)

WHERE TO FIND HEATSTICKS®



You Got Your IQOS®, Now Get Your HeatSticks®.
Marlboro HeatSticks® are available at IQOS® Stores and other select [retailers](#).

Having trouble finding HeatSticks®?
Call 877-GET-IQOS to speak to an IQOS® representative.

**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

IQOS®

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



SHOPPING CART

[Back to Cart](#)

COMPLETE YOUR ORDER

[In-Store Pickup](#) > [IQOS® Delivery](#) > [Ship To Me](#) > [Confirm & Pay](#)

Confirm Pickup Location

[IQOS® Store at Lenox Square](#)

[Change](#)

3393 Peachtree Rd NE
Suite 3107
Atlanta, GA 30326

Select Pickup Time

Select a Date

April	April	April	April	April	April	April
5 Today, Thu	6 Fri	7 Sat	8 Sun	9 Mon	10 Tues	11 Wed

Note: We will hold your reservation for 48 hours after the date of your scheduled pickup.

Select a Time

11:00am	11:00am	12:00pm	12:30pm	1:00pm	1:30pm	2:00pm
3:00pm	3:30pm	4:00pm	4:30pm	5:00pm	5:30pm	6:00pm
6:30pm	7:00pm	7:30pm	8:00pm	8:30pm	9:00pm	

Select Pickup Add-Ons

Enjoy Complimentary IQOS® Services

Check the boxes below to take advantage of these free services.

- ☒ **Personal IQOS® Trial:** An IQOS® Expert will give you tips and tricks on your new IQOS® Device.
- ☒ **Expert Care Program:** Get matched with an IQOS® Expert who will provide you with any support you need.

NEXT: IQOS® DELIVERY

Order Summary

6 Items

[In-Store Pickup \(2\)](#) **\$XXX.XX**



IQOS® 2.4 Device Kit
\$XXX.XX
Slate | QTY: 1



IQOS® 2.4 Holder
\$XX.XX
Slate | QTY: 1

Items (2) **\$XXX.XX**

Sales Tax: **Based on pickup location**

Shipping **In-store pickup**

Store Add-Ons

- ☒ Personal IQOS® Trial
- ☒ Expert Care Program

[+ IQOS® Delivery \(2\)](#) **\$XXX.XX**

[+ Ship To Me \(2\)](#) **\$XXX.XX**

Order Total **\$XXX.XX**

Due Today **\$XXX.XX**

Ship To Me:

Promotional discounts applied in-store or upon delivery. Prices may vary.

**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

IQOS®

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

SHOPPING CART

[Back to Cart](#)

COMPLETE YOUR ORDER

☒ In-Store Pickup ☒ **IQOS® Delivery** [Ship To Me](#) [Confirm & Pay](#)

Confirm Your Home Delivery Address

MyIQOS Address:

☒ Jill Price 123 NW Main St., Charlotte, NC 00000

Saved Addresses:

☐ Jill Price 1 Plaza St. #1010, Brooklyn, NY 00000 [Edit](#) [Remove](#)

☐ [Add a New Address](#)

IQOS® Delivery Terms & Conditions

To complete and receive your order:

- ☒ To receive same-day delivery, your IQOS® delivery order must be placed by XXX. Orders placed after XXX will be delivered the next day that the store is open.
- ☒ You must be present at the specified address to accept delivery with proof of identity in the form of a government-issued ID verifying that you are 21 years of age or older.
- ☒ You must have a valid form of payment ready (Visa, Mastercard, American Express, Discover Card) upon delivery.
- ☒ To swiftly confirm a delivery time and HeatSticks® selection for your IQOS® Bundle(s), we encourage customers to share their contact number (when reviewing and confirming their order). Otherwise, email communication to confirm delivery time and HeatSticks® selection will be required.

☒ I understand and agree to the above Terms and Conditions.

[NEXT: SHIP TO ME](#)

Order Summary

6 Items

[+](#) In-Store Pickup (2) \$XXX.XX

[-](#) IQOS® Delivery (2) \$XXX.XX



IQOS® 3 Ten-Pack Bundle
\$XXX.XX
Gold | QTY: 1



IQOS® 2.4 Five-Pack Bundle
\$XXX.XX
White | QTY: 1

Items (2) \$XXX.XX

Promotion [\\$XXX](#)

Estimated Sales Tax [Based on delivery location](#)

Shipping [IQOS® Delivery](#)

[+](#) Ship To Me (2) \$XXX.XX

Order Total \$XXX.XX

Due Today \$XXX.XX

Ship To Me:

Promotional discounts applied in-store or upon delivery. Prices may vary.

**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

IQOS®

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



SHOPPING CART

[Back to Cart](#)

COMPLETE YOUR ORDER

☒ In-Store Pickup ☒ IQOS® Delivery ☒ **Ship To Me** > Confirm & Pay

Confirm Your Shipping Address

MyIQOS Address:

☒ Jill Price 123 NW Main St., Charlotte, NC 00000

Saved Addresses:

☐ Jill Price 1 Plaza St. #1010, Brooklyn, NY 00000 [Edit](#) [Remove](#)

☐ Add a New Address

Select Shipping

Shipping Method:

☒ **GROUND** (5-8 Business Days)

NEXT: CONFIRM & PAY

Order Summary

6 Items

+ In-Store Pickup (2) \$XXX.XX

+ IQOS® Delivery (2) \$XXX.XX

— Ship To Me (2) \$XXX.XX



IQOS® 3 Device Kit
\$XXX.XX
Gold | QTY: 1



IQOS® 2.4 Holder
\$XX.XX
Slate | QTY: 1

Items (2) \$XXX.XX

Promotion **-\$XX.XX**

Estimated Sales Tax Not yet calculated

Shipping **FREE**

Order Total \$XXX.XX

Due Today \$XXX.XX

Ship To Me

Promotional discounts applied in-store or upon delivery. Prices may vary.

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Subject Line: Get More for Referring a Friend

Pre-Header Text: Same program. Bigger reward.

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

FROM: IQOS <no-reply@e.getiqos.com>
TO: xxxxx@email.com

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

If you are unable to see the images below, [click here to view](#).
To ensure delivery to your inbox, please add no-reply@e.getiqos.com to your address book.
This email is being sent to you because you certified that you are a smoker 21+ and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. Site limited to smokers 21+.

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

iqos

by philip morris usa

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

iqos


by philip morris usa




We've doubled the offer.

Refer a smoker friend to IQOS® and we'll give you a \$40 reward code for your next IQOS® purchase. Plus, they'll get \$40 off their first IQOS® bundle.

[REFER A FRIEND](#)

limited to single smokers 21+ for a smoke now and reward. 4/15/2021



Site limited to smokers 21+.

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Please do not reply to this email. Your email will not be received.

You provided us this email address, xxxxx@email.com, when you signed up to receive email from Philip Morris USA tobacco brands. Please visit the MyIQOS section at [getIQOS.com](#) to update your information at any time.

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Subject: Buy Marlboro Heatsticks® in more locations
Date: Monday, July 19, 2021 at 11:38:54 AM Eastern Daylight Time
From: IQOS <no-reply@e.getiqos.com>
To: sabrina.serrano@leoburnett.com <sabrina.serrano@leoburnett.com>

SUBJECT LINE: Buy
Marlboro HeatSticks® in
More Locations

PRE HEADER: N/A

*THIS EMAIL HAS BEEN SENT FROM A SOURCE EXTERNAL TO PUBLICIS GROUPE. PLEASE USE CAUTION
WHEN CLICKING LINKS OR OPENING ATTACHMENTS.
CET EMAIL A ÉTÉ ENVOYÉ DEPUIS UNE SOURCE EXTERNE À PUBLICIS GROUPE. VEUILLEZ FAIRE PREUVE DE
PRUDENCE LORSQUE VOUS CLIQUEZ SUR DES LIENS OU LORSQUE VOUS OUVREZ DES PIÈCES JOINTES.*

If you are unable to see the images below, [click here to view](#).
To ensure delivery to your inbox, please add no-reply@e.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands.
This email is intended for you and should not be forwarded. Site limited to smokers 21+.

**WARNING: This product
contains nicotine. Nicotine
is an addictive chemical.**



**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**



More places to buy
HeatSticks®.

Keep an eye out! Now you can find HeatSticks® at many of the places where you
can find traditional cigarettes, including convenience stores.

LOCATE STORES

Site limited to smokers 21+.

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Please do not reply to this email. Your email will not be received.

You provided us this email address, sabrina.serrano@leoburnett.com, when you signed up to receive email from Philip Morris USA tobacco brands. Please visit the MyIQOS section at [getIQOS.com](#) to update your information at any time.

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Nicotine is an addictive chemical.**

IQOS®

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



LOG IN OR REGISTER

IQOS®

MyIQOS 

Register Your Device 

Meet IQOS® 

Where to Find IQOS® 

Product Guides 

Support & FAQ 

Refer-A-Friend 

Appointment 

Shop IQOS® 

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Nicotine is an addictive chemical.**

STRICTLY OFFICIAL WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

[WHY QOS & PERKS](#)
[WHY QOS & PERKS](#)
[DEVICES](#)
[ORDERS](#)
[SETTINGS](#)
[SHOP IQOS®](#)

JP

IQOS® PERKS
WHEN YOU HEAT, YOU EARN

Next Perk Is

Codes
XX/30 max codes per month

IQOS® PERKS HAS ENDED, BUT YOU CAN STILL CLAIM YOUR AVAILABLE PERKS UNTIL AUGUST 31, 2021. THANK YOU FOR YOUR PARTICIPATION IN THIS PROGRAM.

[Terms & Conditions](#)

HeatSticks® Auto Redemption ☐ OFF

Need to update your shipping address? You can do that [here](#)

CLAIM YOUR PERK

<p>Every 10 Codes Earned: Two \$1.50 Off Marlboro HeatSticks® Coupons</p> <p>CLAIM NOW</p> <p>Available: X</p>	<p>10 Codes \$10 Off IQOS® Accessory (\$15 or more)</p> <p>CLAIM NOW</p> <p>Available: X</p>	<p>40 Codes \$10 Off IQOS® Accessory (\$15 or more)</p> <p>CLAIM NOW</p> <p>Available: X</p>	<p>120 Codes \$30 Off IQOS® Device or Accessory (\$35 or more)</p> <p>CLAIM NOW</p> <p>Available: X</p>
---	---	---	--

You must claim your perk by the end of the month in which you earned it. The perk will be applied to your account by the end of the month. If you do not claim your perk by the end of the month, it will be forfeited. The perk will be applied to your account by the end of the month. If you do not claim your perk by the end of the month, it will be forfeited. The perk will be applied to your account by the end of the month. If you do not claim your perk by the end of the month, it will be forfeited.

Connect With an Expert
GET YOUR QUESTIONS ANSWERED

Personalized care begins before you even purchase an IQOS® Device. Get connected with an IQOS® Expert, who can let you try heated tobacco for \$1.00 while you wait for your device. You may choose to switch and answer any questions in the way that works best for you.

[MEET AN EXPERT](#)

MyIQOS
ABOUT YOUR IQOS®

ORDERS
Review your past and current IQOS® orders.

[LEARN MORE](#)

PRODUCT GUIDES
Learn What's in the Box and How to Use IQOS®.

[EXPLORE GUIDES](#)

CONTACT US [HELP](#) [PRIVACY POLICY](#) [TERMS OF USE](#) [TERMS OF SALE](#) [PRODUCT WARRANTY](#) [COMMERCIAL POLICY](#) [RESPONSIBILITY](#)

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Subject Line: Get \$40
With the IQOS® Refer-a-
Friend Program

Pre-Header Text: N/A

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

FROM: IQOS <no-reply@iqos.com>
TO: <>>>>@email.com

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

If you are unable to view the images below, [click here to view](#).

To ensure delivery to your inbox, please add no-reply@iqos.com to your address book.

This email is being sent to you because you certified that you are a smoker 21+ and interested in communications from Philip Morris USA Tobacco brands. This email is intended for you and should not be forwarded. See below for smokers 21+.


WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS®



SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Welcome to the world of IQOS®!



Now that you know how to use your IQOS® device, don't forget that if you ever need anything, we're always just a call, text or store visit away.



Spread the word

Invite a friend, invited 21+ to learn more about IQOS®. They'll get \$40 towards their first IQOS® 3 Bundle. And once they've made their purchase, you'll get a \$40 reward code.

REFER A FRIEND

The past offer limited to smokers 21+. Offer not valid on purchases of IQOS 2.4 Bundles.



Visit our stores.

Come by to shop, pick up a carton of *HeatSticks®* or to talk to one of our Experts.


STORE LOCATION



Make it your own.

Make your IQOS® just as unique as you are by accessorizing your device.

SHOP ACCESSORIES



Site limited to smokers 21+.

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