

# IQOS: A BETTER OPTION FOR ADULT SMOKERS



## WHAT IS IQOS?

IQOS is a tobacco heating system, or heated tobacco product (HTP) that gives the nearly 30 million<sup>1</sup> American adults who smoke cigarettes a better option than continued smoking. IQOS heats real tobacco but does not burn it, significantly reducing the production of harmful and potentially harmful chemicals compared with cigarettes.<sup>2</sup>

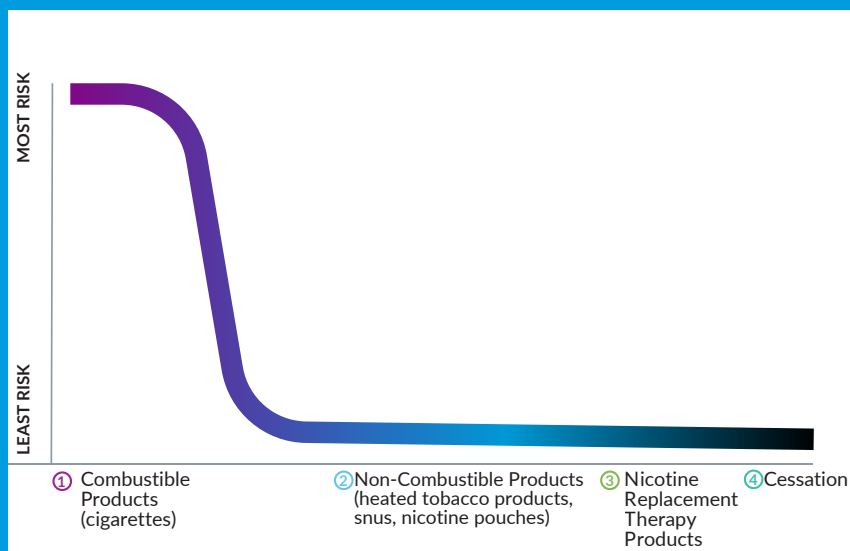
## HOW IS IT USED?

An electronic device, the IQOS Holder, heats specially designed tobacco sticks to a precise temperature, producing a smoke-free, nicotine-containing aerosol that the user inhales. IQOS is designed to mimic the flavor and experience of smoking a combustible cigarette without the smoke.

## IS IQOS AUTHORIZED BY THE FDA?

The IQOS System is authorized for marketing by the FDA as “appropriate for the protection of public health”<sup>3</sup> and is the only heated tobacco product authorized as a Modified Risk Tobacco Product.<sup>2</sup> These designations reflect rigorous scientific review that demonstrates IQOS, while not risk-free, is fundamentally different than a cigarette and gives legal-age adults who smoke a better choice.

## COMBUSTION AND THE RISK CLIFF



Adapted from Nutt, et. al. Estimating the Harms of Nicotine-Containing Products Using the MCDA Approach. Eur. Addict Res 2014; 20:218-225.

Compared with cigarette smoke, IQOS aerosols contain fewer toxic chemicals.<sup>3</sup>

## THE BOTTOM LINE:

IQOS is **fundamentally different** from a cigarette and a better option for adults who smoke. That's why FDA concluded the sale of IQOS to adults who completely switch from cigarettes is “appropriate for the protection of public health.”<sup>3</sup>

Government policies on tobacco and nicotine use should be based on science, risk levels and common sense to ensure legal-age adults who would otherwise continue to smoke cigarettes have access to better, scientifically substantiated options like IQOS.



2017

PMI submits IQOS premarket tobacco product application to FDA for review, which includes thousands of hours and millions of dollars spent performing scientific research.



2019

First, and only, HTP issued a Marketing Granted Order by FDA: FDA completes rigorous review and concludes the sale of IQOS to adults who smoke and completely switch is “appropriate for the protection of public health.”



2020

First (and still only) HTP authorized by FDA as a Modified Risk Tobacco Product: This FDA designation recognized that adults who smoke cigarettes and switch completely to IQOS will have significantly reduced toxic exposures that will benefit the health of the population as a whole.

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1. CDC, Burden of Cigarette Use in the U.S., <https://tinyurl.com/4cxtf6w9>  
2. FDA, FDA Authorizes Reduced Exposure Claim for IQOS 3 System Holder and Charger, <http://tinyurl.com/2tz7c7zx>.  
3. FDA, FDA permits sale of IQOS Tobacco Heating System through premarket tobacco product application pathway, <http://tinyurl.com/3cv8k2vs>.

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