



PREVENTING INITIATION

At Philip Morris International (PMI), we're focusing our business on developing smoke-free alternatives for adult smokers who don't quit tobacco and nicotine altogether, to replace cigarettes as soon as possible. We're combining rigorous science and responsible marketing with a radical transformation, and we're relentlessly calling on governments, public health experts and scientists to join efforts to enable better choices for the large population of men and women who would otherwise continue smoking.

We believe that products like these can—alongside measures aimed at preventing initiation and encouraging cessation—help address a global public health issue.

THE BASIC SCIENCE

The burning of tobacco produces the vast majority of harmful and potentially harmful chemicals in cigarette smoke, and by eliminating the burning process—as is the case with smoke-free products—the levels of harmful and potentially harmful chemicals generated can be significantly reduced compared with cigarette smoke. Whether a product reduces emissions of harmful chemicals compared to cigarette smoke has to be scientifically assessed for each product.

SMOKE-FREE ALTERNATIVES

Smoke-free products such as e-cigarettes and heated tobacco products (HTPs) have the potential to be a much better choice than continued smoking for adults who don't quit tobacco and nicotine altogether, provided they are scientifically substantiated and manufactured under the appropriate quality and safety standards.

They are not risk-free and contain nicotine, which is addictive. The best choice any smoker can make is to quit tobacco and nicotine altogether.

E-cigarettes (also known as vapes, e-vapor products or electronic nicotine delivery systems) heat a liquid solution containing nicotine and flavors to produce an aerosol, which some call a vapor—hence the term “vaping”.

HTPs generate a nicotine containing aerosol by heating tobacco to temperatures sufficient to release nicotine and flavors from the tobacco, but low enough to prevent the tobacco from burning.

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THE FACTSHEET IS DESIGNED FOR USE WITH
SCIENTIFIC AND REGULATORY AUDIENCES ONLY.

WE SUPPORT REGULATION THAT PREVENTS INITIATION

We emphatically believe that youth and people who have never used tobacco or nicotine products or who have quit completely should not use tobacco or nicotine-containing products.

Smoke-free products are for adults who would otherwise continue smoking. They are not an alternative to quitting and are not designed as cessation aids.

We support regulation aimed at ensuring that only adults can buy tobacco and other nicotine-containing products and support strict enforcement of minimum-age laws.

RESPONSIBLE MARKETING

PMI's marketing practices must adhere to four core principles, without exception and regardless of the country or the type of product, as set forth in our Guidebook for Success, which is our code of conduct:

- We only market and sell our products to adult smokers.
- We warn consumers about the health effects of our products.
- Our marketing is honest, transparent and accurate.
- We respect the law and our high standards.

Our marketing standards can be found here: www.pmi.com/marketingstandards

We also apply, as a minimum, guidelines to all our commercial activities to reduce the likelihood that they will be particularly appealing to minors; for example:

- We do not use images or promotional materials that have particular appeal to minors, including youth-oriented celebrities or cartoons, or brands, toys or other merchandise which are primarily for, or used by, minors;

- We do not use models who are or who appear to be under the age of 25;
- We do not use branding on promotional items that is visible to others when the promotional items are used; and
- We do not pay for product placement.

OUR GOOD CONVERSION PRACTICES

In addition to the four core principles discussed previously, we articulated a set of rules—our Good Conversion Practices (GCPs)—to govern marketing and sale of our smoke-free products.

Our GCPs can be found here: pmi.com/goodconversionpractices

DELIVERING A SMOKE-FREE FUTURE

We envision a smoke-free future. But, to make this a reality, we need an open, objective, science-based conversation. All we ask is an open mind and the chance to talk about the potential for smoke-free alternatives to help address a global public health problem.



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THE AVAILABLE EVIDENCE DEMONSTRATES THAT THERE IS NO SIGNIFICANT ISSUE WITH YOUTH UPTAKE OF HEATED TOBACCO PRODUCTS.

A growing number of independent studies and surveys confirm that youth use of and youth initiation to heated tobacco products (HTPs) is low. For example:

- According to a study commissioned by the Japanese Ministry of Health, conducted among 22,275 middle-school and 42,142 high school students in Japan between December 2017 and February 2018, the use of HTPs among minors is extremely low and lower than smoking cigarettes.
- An independent study by Addiction Suisse, a Swiss Non-Governmental Organization, found that regular use of HTPs among 14 and 15-year-old boys and girls is very low.³
- The most current study on youth smoking behavior by the Federal Center for Health Education (BZgA), Germany's highest smoking-prevention authority, clearly shows that HTPs are low in use amongst adolescents.⁴

Recognizing the role that **science-backed, smoke-free products** can play in moving adult smokers who would otherwise continue to smoke away from cigarettes, combined with the right regulatory encouragement and support from society, we can **collectively deliver a smoke-free future.**

1 <https://www.pmi.com/our-views-and-standards/standards/compliance-and-integrity>

2 Osaki Y, et al. "Field survey on drinking and smoking and the development of effective alcohol reduction intervention approaches for the prevention of lifestyle-related diseases." Annual Report of MHLW Research Committee, May 2018.pdf?sfvrsn=460ed806_4

3 <https://www.addictionsuisse.ch/actualites/article/le-vapotage-ne-doit-pas-devenir-un-fleau-chez-les-jeunes/>

4: BZgA, "Rauchen Bei Jugendlichen Und Jungen Erwachsenen In Deutschland" https://www.bzga.de/fileadmin/user_upload/PDF/studien/Alkoholsurvey_2018_Bericht-Rauchen.pdf

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