

“Light” and “mild” redux: Heated tobacco products’ reduced exposure claims are likely to be misunderstood as reduced risk claims

Online Supplement 1

Messages used in Phase 1 of the qualitative study THS-PBA-04-US, conducted by PMI in 2013

Source: Full Version - Phase 1.pdf document in PMI’s MRTP application, available at <https://digitalmedia.hhs.gov/tobacco/static/mrtpa/732pba/PBA02.zip>

What is THS 2.2?

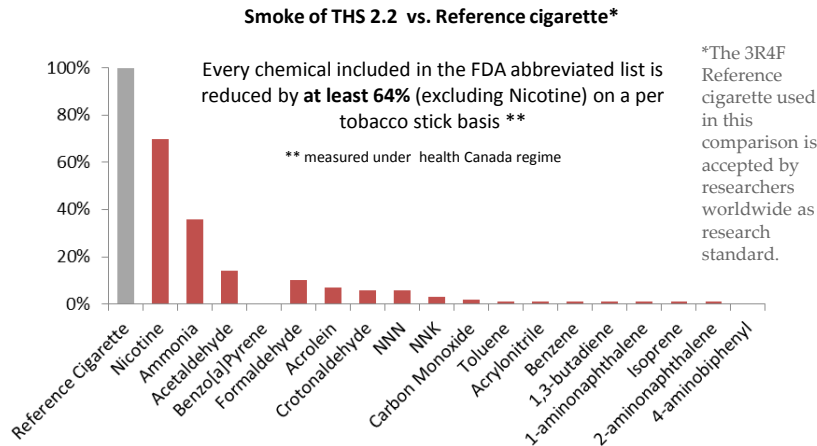
THS 2.2 is a specially designed, innovative product. With this product, you still get the flavor and taste satisfaction you expect from smoking. Each tobacco stick lasts approximately as long as a regular one.

How does it work?

THS 2.2 tobacco stick is inserted into a battery operated holder which heats the specially blended tobacco to a precisely controlled temperature to release its flavor.

What is the available evidence to date?

THS 2.2 is heated, not burned. With THS 2.2, the production of carbon monoxide is reduced by more than 95%.



Important Warning

Although we have demonstrated that with THS 2.2 the production of carbon monoxide is reduced by more than 95%, we **have not demonstrated** that smoking THS 2.2 reduces the risk of developing smoking-related diseases compared to smoking your regular cigarette.

Smoking THS 2.2 is addictive and can harm your health.

Who is this THS 2.2 for?

✓ It's for smokers who want to continue smoking

Who is it not for?

- ✗ It's not for smokers who want to quit
- ✗ It's not for ex-smokers
- ✗ It's not for non smokers

More than 5,000 chemicals - or smoke constituents - are formed when tobacco is burned. Approximately 100 of these smoke constituents have been identified by public health authorities as causes or potential causes of smoking related diseases, including cardiovascular disease (heart disease), lung cancer, and chronic obstructive pulmonary disease (emphysema, chronic bronchitis).

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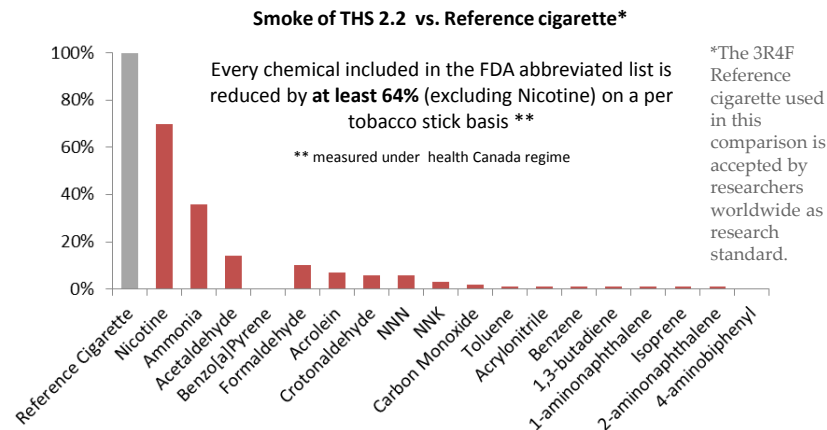
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What is the available evidence to date?

THS 2.2 is heated, not burned. THS 2.2 produces at least 90% less second-hand smoke than conventional cigarettes.

Important Warning

Although we have demonstrated that THS 2.2 produces at least 90% less second-hand smoke than conventional cigarettes, we **have not demonstrated** that switching to THS 2.2 from conventional cigarettes will reduce your risk of smoking-related diseases such as heart disease, lung cancer and emphysema.

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What is the available evidence to date?

THS 2.2 is heated, not burned. This significantly reduces the production of harmful chemicals found in cigarette smoke.

Scientific studies have shown that switching to THS 2.2 from conventional cigarettes significantly reduces your body's exposure to many harmful chemicals found in cigarette which are identified as likely causes of smoking-related diseases.

Important Warning

Although we have demonstrated that switching to THS 2.2 significantly reduces your body's exposure to many harmful chemicals, we **have not demonstrated** that switching to THS 2.2 from conventional cigarettes will reduce your risk of smoking-related diseases such as heart disease, lung cancer and emphysema.

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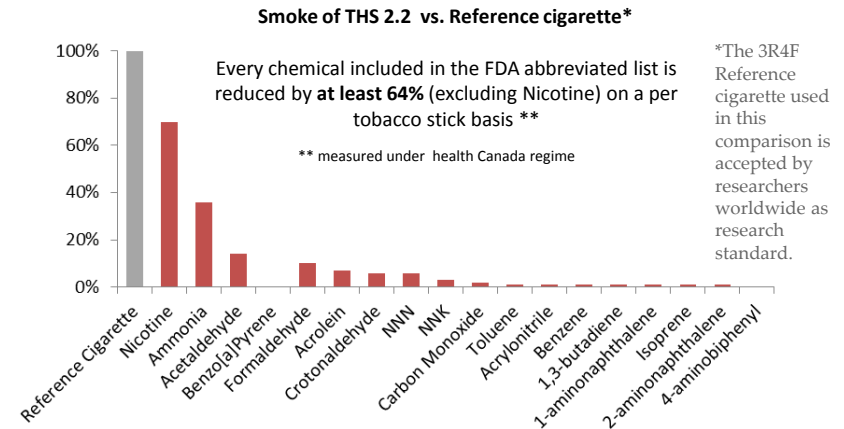
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Although we have demonstrated that with THS 2.2 the production of harmful chemicals is significantly reduced, we **have not demonstrated** that smoking THS 2.2 reduces the risk of developing smoking-related diseases compared to smoking your regular cigarette.

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THS 2.2 is heated, not burned. This significantly reduces the production of harmful chemicals found in cigarette smoke.

Scientific studies have shown that switching to THS 2.2 from conventional cigarettes can lower your cardiovascular disease risks.

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Although we have demonstrated that switching to THS 2.2 can lower your cardiovascular disease risks, we **have not demonstrated** that switching to THS 2.2 from conventional cigarettes will reduce your risk of lung cancer, emphysema or other smoking-related diseases.

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THS 2.2 is heated, not burned. This significantly reduces the production of harmful chemicals found in cigarette smoke.

Scientific studies have shown that switching to THS 2.2 from conventional cigarettes can improve several biomarkers, which are seen as early indicators of emphysema.

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Although we have demonstrated that switching to THS 2.2 can improve several biomarkers, which are seen as early indicators of emphysema, we **have not demonstrated** that switching to THS 2.2 from conventional cigarettes will reduce your risk of smoking-related diseases such as heart disease, lung cancer and emphysema.

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A one year scientific study demonstrated that switching to THS 2.2 can improve the level of good cholesterol and can reduce the risk of clogging of arteries due to smoking.

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Scientific studies have shown that switching to THS 2.2 from conventional cigarettes can lower several risk factors that could lead to smoking related diseases.

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Scientific studies have shown that switching to THS 2.2 can reduce risks of smoking-related diseases.

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Reduced risk **does not mean no risk**. Smoking THS 2.2 may still harm your health and the best way to reduce your risk of smoking-related diseases is to completely quit smoking.

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