

Corporate communication of the relative health risks of IQOS through a webchat service.

Supplementary Materials

Supplementary Table 1. Webchat analysis codes

Code	Description
Claims indicating IQOS is safer than cigarettes	
IQOS reduces harm or risk compared to cigarettes	Applied to any conversation in which the operator made a statement indicating IQOS use is safer/healthier/reduces harm/reduces risk to a user's health as compared cigarette use.
IQOS emits less harmful substances compared to cigarettes	Applied to any conversation in which the operator made a statement indicating toxins/chemicals/harmful or potentially harmful substances are reduced in IQOS emissions compared to cigarette smoke or exposure to such substances is reduced.
IQOS heats not burns tobacco or is smoke-free	Applied to any conversation in which the operator made a statement indicating IQOS heats rather than burns tobacco or is smoke-free/does not product smoke.
IQOS has no negative impact on indoor air quality	Applied to any conversation in which the operator made a statement indicating IQOS use has no negative/adverse impact on indoor air quality.
IQOS does not stain teeth or skin	Applied to any conversation in which the operator made a statement indicating IQOS use does not stain teeth or skin.
IQOS does not cause passive smoking	Applied to any conversation in which the operator made a statement indicating there is no passive smoking caused by second-hand exposure to IQOS.
Claims including a quantitative value for the relative safety of IQOS and cigarettes	
IQOS emits X% less harmful substances	Applied to any statements coded with "IQOS emits less harmful substances compared to cigarettes" in which the operator provided a quantitative value for the reduction in toxins/chemicals/harmful or potentially harmful substances.
IQOS is X% less harmful	Applied to any statements coded with "IQOS reduces harm or risk compared to cigarettes" in which the operator provided a quantitative value for the reduction in harm or risk.
Claims indicating IQOS is safer than e-cigarettes	
IQOS is safer than e-cigarettes	Applied to any conversation in which the operator made a statement indicating IQOS use is safer/healthier/reduces harm/reduces risk to a user's health as compared cigarette use.
Other claims and additional statements	
IQOS produces less/no odour	Applied to any conversation in which the operator made a statement indicating IQOS use does not produce or produces less odour.
IQOS is not risk-free	Applied to any conversation in which the operator made a statement indicating IQOS use is not without risk/risk-free.
IQOS is not a cessation device	Applied to any conversation in which the operator made a statement indicating IQOS is not a smoking/cigarette cessation device.

Reduced exposure does not equal reduced risk	Applied to any conversation in which the operator made a statement indicating a reduction in exposure to harmful substances does not necessarily equate to a reduction in risk/harm.
Reference to 2020 US FDA MRTP decision for IQOS	Applied to any conversation in which the operator referred to the Modified Risk Tobacco Product order granted to PMI for IQOS in July 2020 by the US Food and Drug Administration.
Referral to other IQOS or PMI webpages	Applied to any conversation in which the operator referred to other IQOS or PMI webpages for further information on IQOS and related research.
Research on whether IQOS is a reduced risk product is ongoing	Applied to any conversation in which the operator made a statement indicating research on whether IQOS is a reduced risk product is ongoing.
Definitive conclusions on the reduced risk status of IQOS cannot currently be made	Applied to any conversation in which the operator made a statement indicating definitive conclusions on whether IQOS is a reduced risk product cannot currently be made.
IQOS is a reduced risk product or device	Applied to any conversations in which the operator called IQOS a reduced risk product or device. Such statements would also be coded with "IQOS reduces harm or risk compared to cigarettes".

Supplementary Table 2. Information requested in order to access the website in each country

Country	Age confirmation	No age confirmation	Tobacco/nicotine use confirmation	No tobacco/nicotine use confirmation
Armenia	1	0	0	1
Austria	2	0	2	0
Bulgaria	2	0	0	2
Canada	3	0	0	3
Colombia	2	0	2	0
Denmark	3	0	0	3
France	3	0	0	3
Germany	2	0	2	0
Greece	3	0	0	3
Israel	3	0	3	0
Italy	3	0	0	3
Lebanon	3	0	2	1
Lithuania	3	0	1	2
Mexico	3	0	1	2
New Zealand	3	0	3	0
Poland	3	0	3	0
Republic of Korea	1	0	1	0
Saudi Arabia	2	0	1	1
Serbia	3	0	0	3
Slovenia	3	0	0	3
South Africa	3	0	2	1
Spain	2	0	2	0
Switzerland	3	0	2	1
The Netherlands	3	0	3	0
Ukraine	3	0	3	0
United Kingdom	3	0	3	0
United States of America	2	0	0	2
Total	70	0	36	34

Supplementary Table 3. Number of webchat conversations in each country containing other claims and information about IQOS.

Country	IQOS is not risk-free	IQOS is not a cessation device	Reduced exposure does not equal reduced risk	Referral to another PMI or IQOS website	Reference to 2020 FDA MRTP decision	Reduced risk research is ongoing
Austria	1	1	0	1	0	0
Bulgaria	2	0	1	1	0	0
Canada	1	0	0	0	0	0
Colombia	2	1	0	1	0	1
Denmark	2	1	1	3	0	2
France	1	0	0	0	0	0
Germany	2	0	0	2	0	0
Greece	1	2	0	1	1	0
Italy	3	0	0	0	0	0
Lebanon	1	0	0	1	0	0
Lithuania	0	0	0	1	0	0
Mexico	1	0	0	1	0	0
New Zealand	3	0	1	0	0	1
Poland	3	0	1	0	0	1
Saudi Arabia	0	0	0	0	0	0
Slovenia	3	0	0	0	0	3
South Africa	2	0	1	3	2	0
Spain	2	1	1	2	0	0
Switzerland	3	0	0	2	0	0
The Netherlands	2	0	0	0	0	0
United Kingdom	1	0	0	0	0	0
United States of America	1	1	0	0	0	0
Total, n (%)*	37 (69%)	7 (13%)	6 (11%)	19 (35%)	3 (6%)	8 (15%)

* Percentage of the 54 successful webchats conversations