Study To Assess Tobacco Heating System 2.2 Potential Messages

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OBJECTIVE
This study evaluated Tobacco Heating System (THS2.2) “Messages”, intended to aid the development of marketing materials, in terms of:

• Intention to use THS2.2 (within different subject groups)
• Change intention to quit cigarettes (CC within adult smokers)
• Comprehension
• Perceived risks of THS2.2 and comparators (within different subject groups)

Sample: 1,713 subjects (> Legal age) including 158 young adult never smokers (legal age - 25 years)

Subjects were given messages including evidence and a warning

How to interpret the data

1. Reduced exposure claim 1
   Evidence: With the exception of nicotine with THS2.2 there is a significant reduction in the production of harmful or potentially harmful chemicals.
   Warning: It has not been demonstrated that switching to THS2.2 reduces the risk of developing tobacco-related diseases compared to smoking cigarettes.

2. Reduced exposure claim 2
   Evidence: With the exception of nicotine with THS2.2 there is a significant reduction in the production of harmful or potentially harmful chemicals.
   Warning: A significant reduction in the production of harmful chemicals compared to cigarettes does not mean a reduction in the risk of developing tobacco-related diseases.

3. Reduced exposure claim 3
   Evidence: Scientific studies have shown that switching completely from cigarettes to THS2.2 significantly reduce your body’s exposure to harmful or potentially harmful chemicals.
   Warning: It has not been demonstrated that switching to THS2.2 reduces the risk developing tobacco-related diseases compared to smoking cigarettes.

4. Reduced exposure claim 4
   Evidence: Scientific studies have shown that switching completely from cigarettes to THS2.2 significantly reduce your body’s exposure to harmful or potentially harmful chemicals.
   Warning: A significant reduction in your body’s exposure to harmful chemicals compared to cigarettes does not mean a reduction in the risk of developing tobacco-related diseases.

5. Reduced risk claim 1
   Evidence: Reduced risk does not mean no risk. The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use.

Conclusions
THS2.2 messages were associated with:

• Low levels of intention to quit THS2.2 within adult smokers and adult never smokers.
• Perceived risks of THS2.2 and comparators (NRTs/Cessation).

For messages 3 and 5, comprehension was high (74% and 81%, respectively) on the risks of tobacco-related diseases associated with THS2.2 compared to cigarettes.