

The Harm Reduction Opportunity with Smokeless Tobacco Products



Altria

Global Forum on Nicotine – Keynote Speech

June 15th 2018

Mohamadi Sarkar

M. Pharm, Ph.D., FCCP

Fellow, Scientific Strategy and Analysis

Altria Client Services

Cigarette Smoking: A Significant Public Health Problem

Cigarette smoking causes about **one of every five deaths** annually in the U.S.

Cigarette smoking causes an estimated **480,000 deaths** annually

Smokers' life expectancy is about **10 years shorter** than nonsmokers'

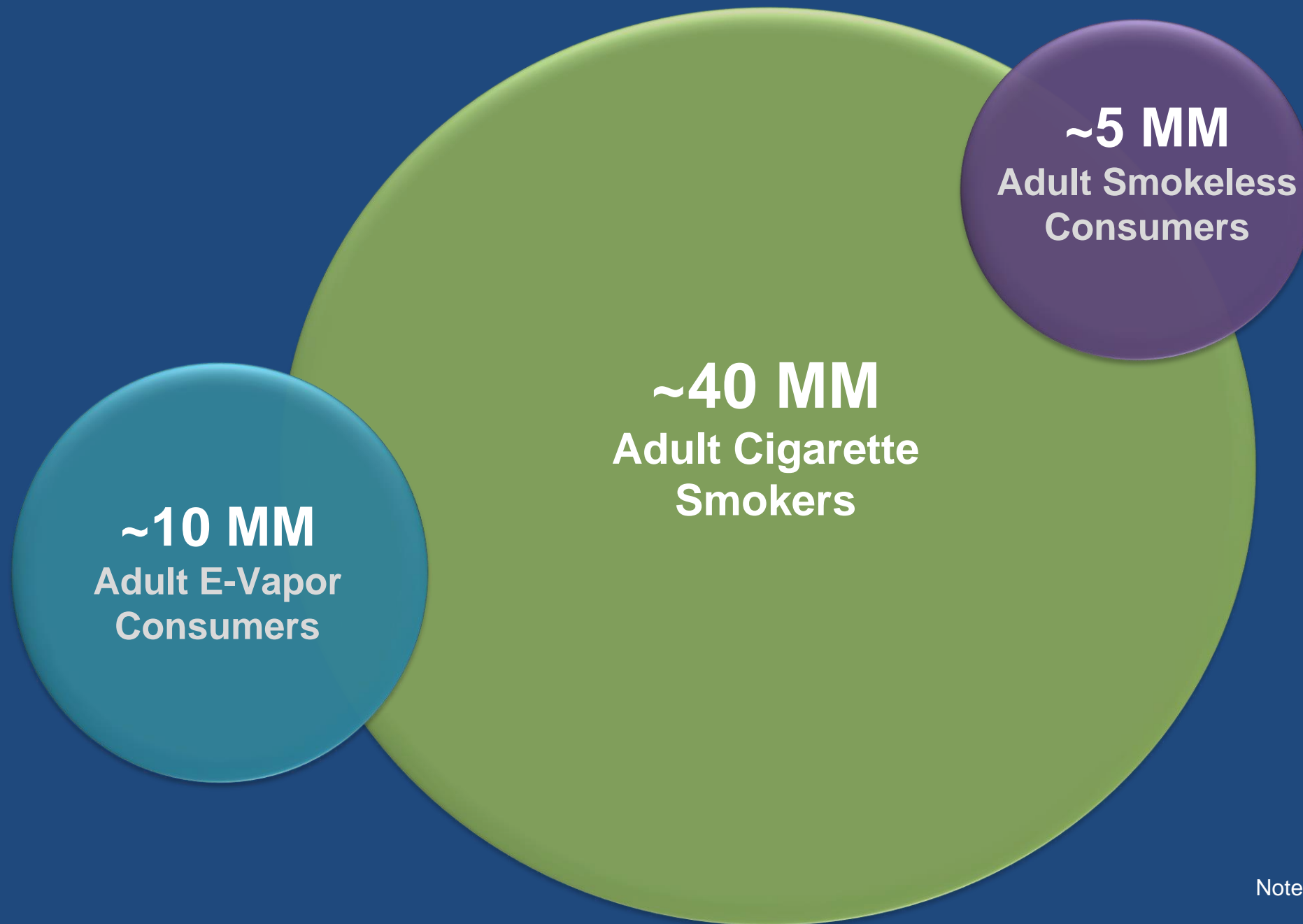
Source: http://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/tobacco_related_mortality/index.htm#cigs



Altria

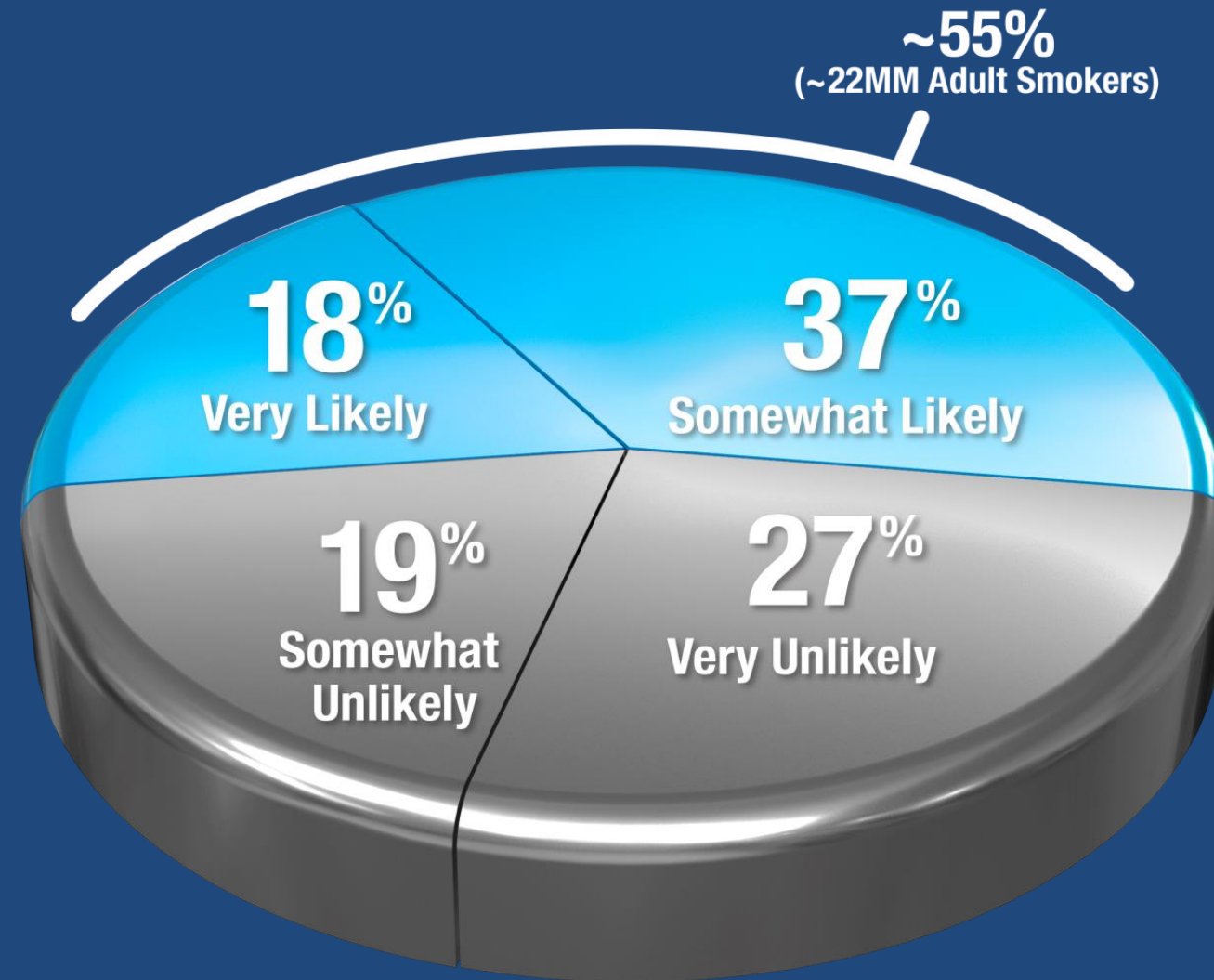
Altria Client Services

Harm Reduction Opportunities



Note: Figures shown are U.S. Adult Tobacco Consumers
Source: 18+ATCT 12MM ending December 2017
Numbers may not foot due to rounding

Over Half of U.S. Adult Smokers Are Interested in Reduced-Risk Tobacco Products



Altria

Altria Client Services

Source: Based on ALCS analysis of PATH Wave 1 data Sept 12, 2013 – Dec 14, 2014; Response to question – “If a tobacco product made a claim that it was less harmful to health than other tobacco products, how likely would you be to use that product?”

Innovative Non-Combustible Product Platforms

Smokeless/Oral Tobacco-Derived Nicotine



E-Vapor



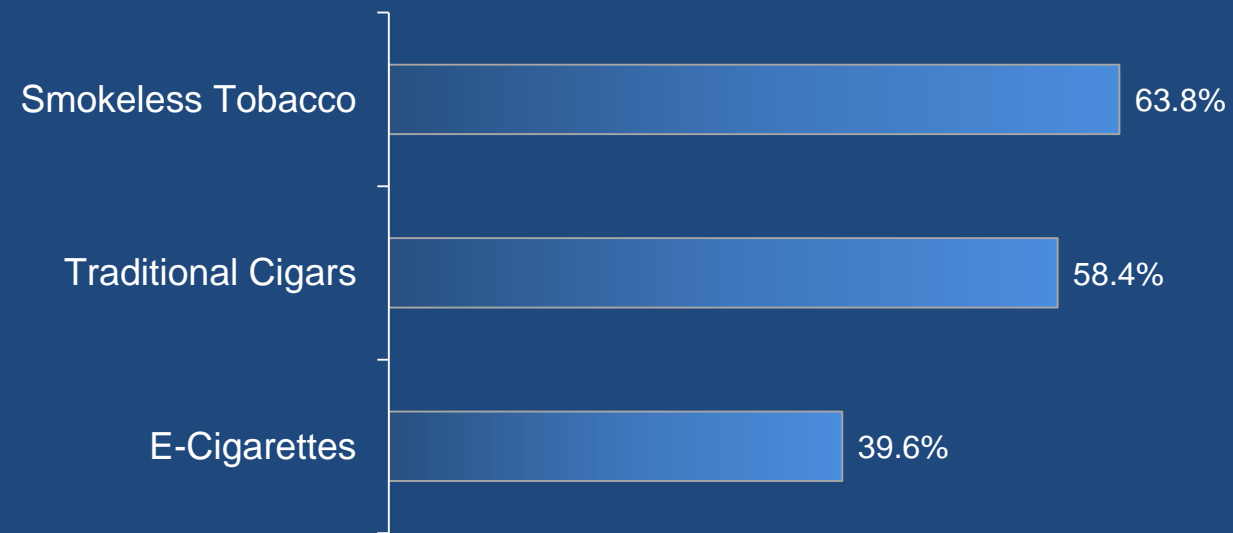
Heated Tobacco



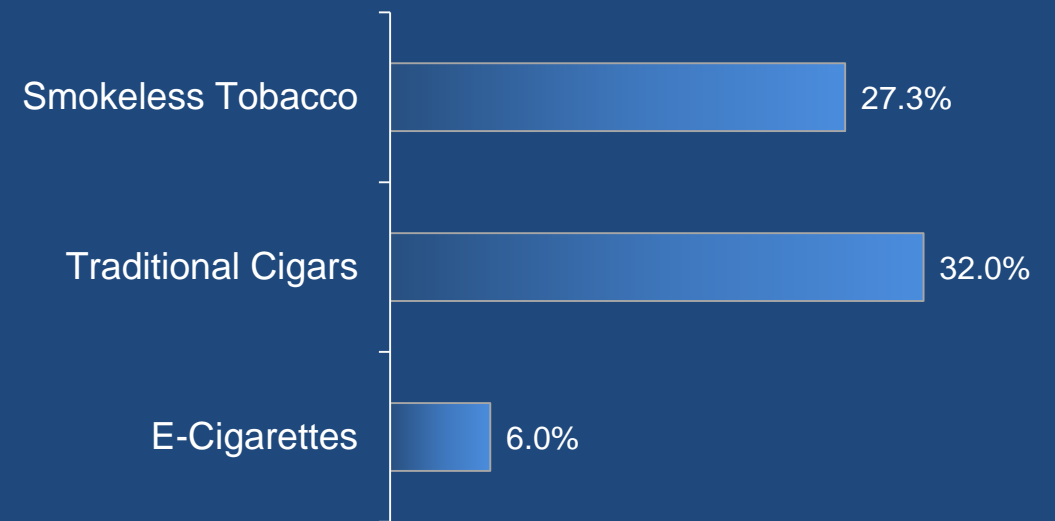
Misperceptions about the Risks of Smokeless Tobacco (ST) vs. Cigarettes

Over 90% of cigarette smokers think ST* is about the same or more harmful than cigarettes

% of adult cigarette smokers thinking each product is about the same harm as cigarettes



% of adult cigarette smokers thinking each product is more harmful than cigarettes



USSTC Submits MRTP Application (MRTPA)

- MRTPA Submitted 3/20/18
- 365 Day Review Period from FDA filing
- Tobacco Products Scientific Advisory Committee (TPSAC) meeting



Linked Mortality Analysis: Based on Nationally Representative Epidemiology



National Health Interview Survey

- Survey Years: 1987 – 2005 (intermittent)
- ~**155,000** total respondents
 - ~**3,000** smokeless tobacco users

National Longitudinal Mortality Study

- Based on the Current Population Survey
- Survey years: 1993-2005
- ~**231,000** total respondents
 - ~**3,500** smokeless tobacco users

Two nationally representative public health surveys
linked to the National Death Index (2011 update)*

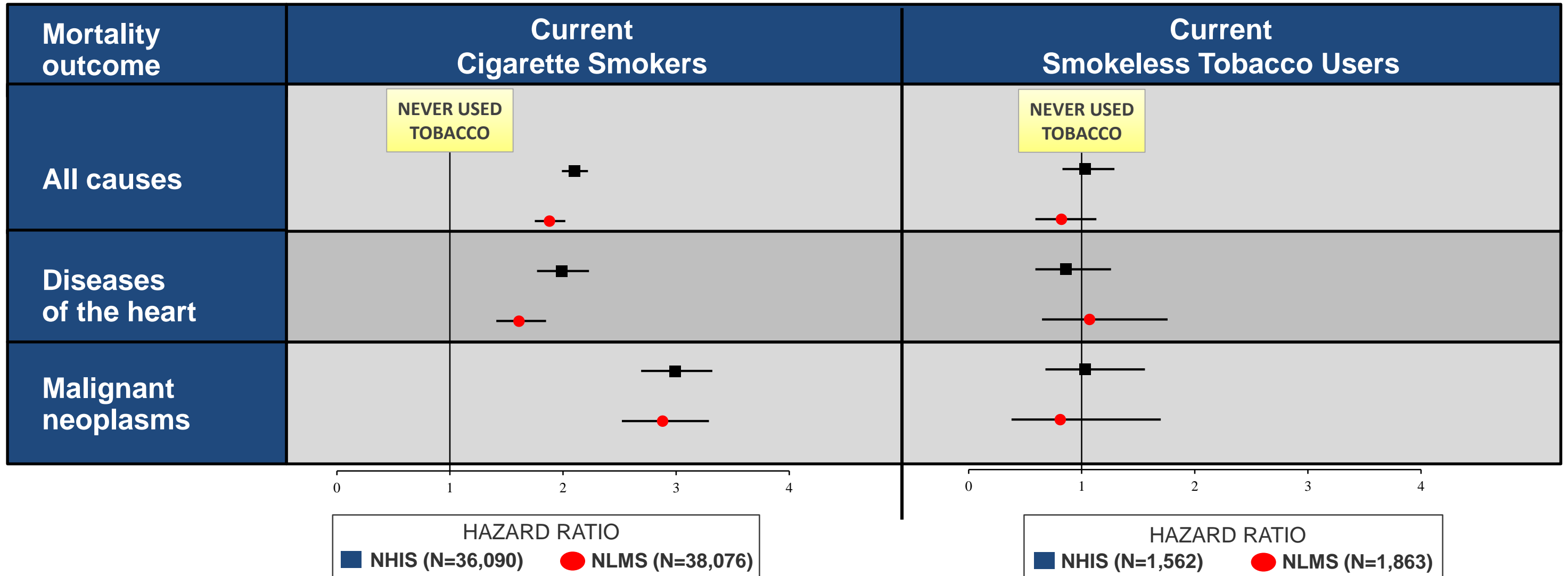


Altria
Altria Client Services

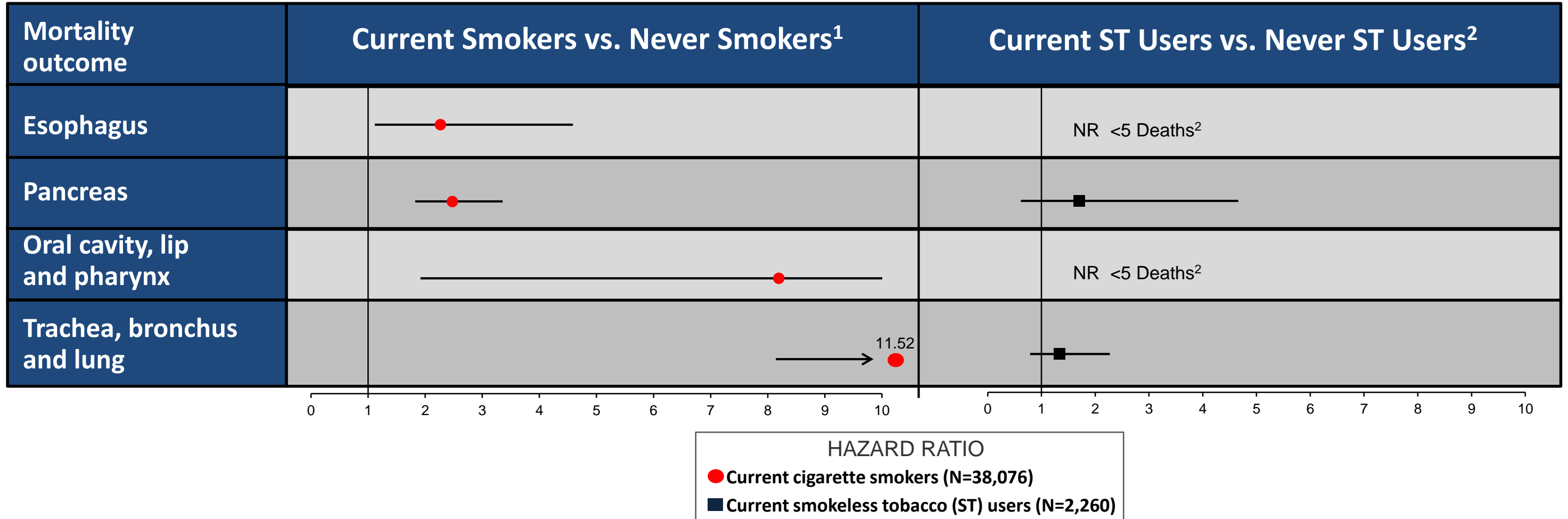
*Mortality outcomes available through linkage to the National Death Index (NDI)
available from the National Center for Health Statistics

Third party trademarks, logos, images and other artwork are the property of their respective
owners, are used for reference only, and are not intended to suggest any affiliation.

Major Causes of Mortality



Specific Cancer Mortality (NHIS)



¹ Estimates from NLMS public use data

² National Center for Healthcare Statistics suppresses cell sizes less than 5 to protect respondent confidentiality.

Summary

- Significant misperceptions exist regarding ST products among U.S. Adult Smokers despite the substantial risk differential
- Completely switching from cigarettes to ST presents a harm reduction opportunity
- Our MRTP application on Copenhagen[®] Fine Cut has the potential to:
 - Correct widely held misperceptions between smokeless tobacco and cigarettes
 - Help consumers make more informed tobacco product use decisions



Altria

Altria Client Services