

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

**Online Supplement 2**

Messages used in Phase 2 of the qualitative study THS-PBA-04-US, conducted by PMI in 2013

Source: Full Version - Phase 2.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 cigarette.

## How does it work?

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

## Who is THS 2.2 for?

✓ It's for smokers who want to continue using tobacco

## 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

## What is the available evidence to date?

THS 2.2 is heated, not burned. THS 2.2 produces an aerosol. Unlike conventional cigarettes, THS 2.2 does not produce smoke or second-hand smoke.

## Important Warning

Although we have demonstrated that THS 2.2 produces an aerosol and does not produce smoke or second-hand smoke, we **have not demonstrated** that switching to THS 2.2 from conventional cigarettes will reduce your risk of tobacco-related diseases such as heart disease, lung cancer and emphysema.

Using THS 2.2 is addictive and can harm your health.

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## How does it work?

THS 2.2 tobacco stick is inserted into a 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. 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 smoke which are identified as likely causes of tobacco-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 tobacco-related diseases such as heart disease, lung cancer and emphysema.

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

## Important Warning

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 tobacco-related diseases.

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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 can lower several risk factors that could lead to tobacco-related diseases.

## Important Warning

Although we have demonstrated that switching to THS 2.2 can lower several risk factors that could lead to tobacco-related diseases, we **have not demonstrated** that switching to THS 2.2 from conventional cigarettes will reduce your risk of tobacco-related diseases such as heart disease, lung cancer and emphysema.

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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 can reduce risks of tobacco-related diseases such as heart disease, lung cancer and emphysema.

## Important Warning

Reduced risk **does not mean no risk**. Using THS 2.2 may still harm your health and the best way to reduce your risk of tobacco-related diseases such as heart disease, lung cancer and emphysema is to completely quit tobacco use.

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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 can improve lung function.

## Important Warning

Although we have demonstrated that switching to THS 2.2 can improve lung function, we **have not demonstrated** that switching to THS 2.2 from conventional cigarettes will reduce your risk of tobacco-related diseases such as heart disease, lung cancer and emphysema.

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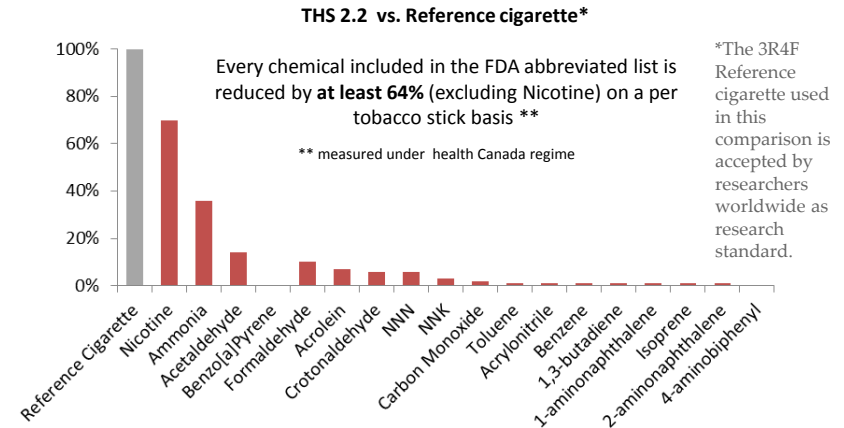
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## What is the available evidence to date?

THS 2.2 is heated, not burned. This significantly reduces the production of harmful chemicals, such as carbon monoxide which is reduced by 95%, found in cigarette smoke.



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).

## Important Warning

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

Using THS 2.2 is addictive and can harm your health.