



PHILIP MORRIS PRODUCTS S.A.

May 7, 2019

Mr. Matthew Myers
President
Campaign for Tobacco-Free Kids
1400 Eye Street, N.W.
Suite 1200
Washington, DC 20005

Dear Mr. Myers,

Thank you for your letter on May 1, 2019, regarding FDA's marketing order authorizing *IQOS* for the U.S. market. As you know, this order is the culmination of decades of work by Philip Morris International Inc. and Altria Group, Inc. It is also important to note the contributions made by you and other public health stakeholders who worked hard on the legislation that established FDA authority as well as the pathway for less harmful products and truthful, non-misleading information to reach adult smokers in the U.S. Needless to say, we are carefully studying the order and will comply fully.

We have a shared objective with you and your organization: For those who continue smoking, our goal is to maximize adult smoker awareness of and access to smoke-free alternatives like *IQOS*, while minimizing use by nonsmokers (and that of youth, in particular). Our message is simple: If you don't smoke, don't start; if you smoke, quit; if you don't quit, change. Just as the Campaign for Tobacco-Free Kids aims to prevent youth tobacco and nicotine use—which we wholeheartedly support—we also aim for smoke-free adults, a companion goal that we hope CTFK would also support. The statute itself, through the evaluation process for new products, is specifically designed to achieve the same result. Although keeping young people from using tobacco products must be an overriding consideration, hypothetical concerns about youth initiation of *IQOS* should not be used as a reason to block adult smokers from receiving information and access to this product. The available evidence presented to FDA shows that nonsmokers have little interest in *IQOS*.

As you can appreciate, it is extremely challenging to get adult smokers who would otherwise continue to smoke to give up their cigarettes. We will use appropriate activities, in line with applicable laws and FDA requirements, to communicate about *IQOS* and interact with adult smokers to maximize the likelihood of complete switching. We welcome any comments and concerns that you identify once the product is in the U.S. market.

With best regards,

Dr. Moira Gilchrist
VP Strategic & Scientific Communications