

“WE MUST FOLLOW THE SCIENCE TO DELIVER SOLUTIONS TO SOCIETY’S BIGGEST PROBLEMS.”



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As a scientist who spent several years working in the U.S. at pharmaceutical and research companies on treatments for cancer and cardiovascular disease, I decided that — despite the advances in oncology research — prevention is always a better option than treatment.

The best way to prevent smoking-related diseases is to quit cigarettes and nicotine completely, or to never start in the first place. However, we recognize that many adults don't quit, and that's where smoke-free alternatives can complement existing measures designed to discourage initiation and encourage cessation.

I joined Philip Morris International (PMI) in 2012, and I am as committed today as when I joined to delivering a smoke-free future, through developing science-backed better alternatives to cigarettes for those who would otherwise continue to smoke.

These smoke-free alternatives are a much better choice for men and women who would otherwise continue smoking. That's because although they are not risk-free and deliver nicotine — which is addictive — they don't burn the tobacco. Science shows us that it's the chemicals produced by combustion that are the primary cause of smoking-related diseases.

It's frustrating that on so many topics, the world is forgetting to “follow the science,” especially when a recent survey found 77 percent of people surveyed in 19 countries and territories are hopeful that advances in science can deliver solutions to society's biggest problems.^[1] We agree with them.

To achieve the public health breakthroughs that society demands and deserves, we must follow the science.

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^[1] PMI international survey, sample of 19,100 adults