

Enable access to information

Adult smokers should have access to accurate information about smoke-free alternatives.



The World Health Organization estimates there are about 1 billion smokers in the world today—and this number will remain roughly the same come 2025.¹

In any given year, roughly one out of every 10 people who smoke cigarettes will quit. What about the nine out of 10 men and women who will continue to smoke? Without accurate information about, and access to, scientifically substantiated better alternatives to continued smoking, these adult smokers will likely continue to use nicotine in the most harmful way—smoking.



Tobacco regulations in some countries treat all products that contain tobacco and nicotine the same.

Tobacco regulations in some countries treat all products that contain tobacco and nicotine the same. This can result in adult smokers being unaware of and/or unable to access smoke-free alternatives, such as heated tobacco products, e-cigarettes and oral smokeless products, leaving them without the opportunity to make an informed decision.

Four in five people across the world agree that change is needed. But factual and non-misleading information is not always readily available². There is no doubt that the best choice a smoker can make is to quit tobacco and nicotine completely.

However, adults who would otherwise continue to smoke have a right to receive accurate information about the better alternatives that science has made available. And they should be permitted and encouraged to switch to these products rather than continue smoking.

FOR MORE INFORMATION, PLEASE VISIT WWW.PMI.COM



PHILIP MORRIS
INTERNATIONAL

THIS FACTSHEET IS DESIGNED FOR USE WITH
SCIENTIFIC AND REGULATORY AUDIENCES ONLY.



For example, an independent study conducted for the American Cancer Society shows that cigarette sales in Japan decreased at an accelerated pace after the introduction of PMI's leading electrically heated tobacco product in the market in 2015.

According to the study, cigarette sales had been declining by around 1.8% per year prior to the introduction, but this accelerated to 9.5% per year following its introduction. The authors of the study concluded it was the introduction of

our heated tobacco product which "likely reduced cigarette sales in Japan"³.

A second study came to a similar conclusion, that "the accelerated decline in cigarette-only sales in Japan since 2016 corresponds to the introduction and growth in the sales of HTPs"⁴.

Science-backed, smoke-free alternatives can complement existing measures to help address the global health issue of smoking by providing an avenue for adults who don't quit tobacco and nicotine altogether to make a better choice than continued smoking. Coupled with the right regulatory encouragement and support from society, we can reach a smoke-free future, faster.

1. WHO, Global report on trends in prevalence of tobacco use 2000-2025, <https://www.who.int/publications/i/item/who-global-report-on-trendsin-prevalence-of-tobacco-use-2000-2025-third-edition>
2. PMI, "Unsmoke Your Mind: Pragmatic Answers to Tough Questions for a Smoke-Free Future" 2020, <https://www.pmi.com/our-initiatives/unsmoke-your-mind>
3. Stoklosa M, Cahn Z, Liber A, et al., "Effect of IQOS introduction on cigarette sales: evidence of decline and replacement", *British Medical Journal*, June 2019, <https://tobaccocontrol.bmj.com/content/early/2019/06/11/tobaccocontrol-2019-054998>
4. Cummings K, Nahhas G, Sweanor D, "What Is Accounting for the Rapid Decline in Cigarette Sales in Japan?", *Int. J. Environ. Res. PublicHealth*, May 2020, <https://www.mdpi.com/1660-4601/17/10/3570>

FOR MORE INFORMATION, PLEASE VISIT WWW.PMI.COM



PHILIP MORRIS
INTERNATIONAL

THIS FACTSHEET IS DESIGNED FOR USE WITH
SCIENTIFIC AND REGULATORY AUDIENCES ONLY.