

The problem with burning

It is widely known that cigarette smoking is harmful and addictive. But despite some misconceptions, the main problem is not nicotine, but the high levels of harmful chemicals found in cigarette smoke.

The primary cause of smoking-related disease

The high temperatures created by the process of burning tobacco causes the production of smoke. The smoke from a burning cigarette contains over 6,000 chemicals, approximately 100 of which have been classified by public health authorities as harmful or potentially harmful. **It is these chemicals that are the primary cause of smoking-related disease.**

Smoke-free alternatives

The best choice a smoker can make is to quit tobacco and nicotine altogether. However, many don't. Thanks to science and technology, smoke-free alternatives such as e-cigarettes, heated

tobacco products and oral smokeless products have been developed for those adults who would otherwise continue to smoke.

As the burning of tobacco produces the vast majority of the harmful chemicals in cigarette smoke, eliminating the burning process—as is the case with smoke-free alternatives—means that the levels of harmful chemicals generated can be significantly reduced compared with cigarette smoke.

When scientifically substantiated and manufactured under appropriate quality and safety controls, they can be a better choice than continued smoking. That said, these products are not risk-free and contain nicotine, which is addictive.

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.

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