

#MAKEHISTORY


The future is smoke-free

Our Scientists and Engineers are redefining the products that we can provide to adult smokers – offering better alternatives to cigarettes. New technology is enabling us to deliver satisfying alternatives for adults who would otherwise continue to smoke.

We're investing in innovation, and encouraging our teams to think beyond the established ways of doing things. We're giving people the freedom to deliver the most amazing things.




Discover IQOS [»](#)



Discover Smoke-Free Products [»](#)



Discover PMI Science [»](#)



12.7

Million adult smokers who switched to IQOS



71,000

Employees Worldwide



900+

Scientists, Engineers, Technicians in R&D



99%

Of R&D expenditure into Smoke-Free vision



1300

Patents granted to date in IP5 jurisdictions relating to smoke-free products



64

Markets where IQOS has launched



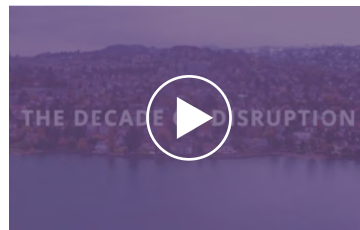
>40%

Of women in management by 2022



Ground-Breaking Science

Explore the pioneering work of our biotechnologists, clinicians, physical scientists, engineers and designers, based out of our R&D centres in Russia, Singapore and Switzerland.



Smoke-Free: The Big Picture

Dr. Bruce Clark, our former VP of Regulatory and Scientific Affairs, takes you on a tour of our Smoke-Free science, products, facilities and concepts.

Values and Mission of Science

We want to give smokers a better alternative to cigarettes, while making sure that they still experience the taste and satisfaction that they enjoy. We're achieving fantastic results: our smoke-free products significantly reduce the average levels of toxicants compared to cigarettes. Whilst not risk-free and delivering nicotine, which is addictive, they are a much better choice for adults than continued smoking. We're harnessing the talent of our expert teams, working across electronics, biology, chemistry, toxicology, proteomics and clinical studies, and allowing them the freedom and space to maximise our positive impact on addressing smoking related health issues.

Cube R&D facility immersive visit [»](#)







Scientific updates [»](#)

Effects of the device on people who switch [»](#)

Our achievements in sustainability

 <p>Triple A</p> <p>Score from CDP for our efforts in combating climate change, protecting forests, and promoting water security.</p>	 <p>-18%</p> <p>Reduction in CO2e emissions across our value chain (scope 1+2 +3) versus our 2019 baseline.</p>	 <p>100%</p> <p>Tobacco purchased at no risk of deforestation of old-growth forest.</p>	 <p>1st</p> <p>Smoke-free device introduced on the market equipped with age verification technology.</p>	 <p>Sustainability Report 2020</p>
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What others say about us

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