

Tobacco firm rolls out “safer” cigarette

Philip Morris has launched a new, potentially less harmful cigarette called IQOS. It claims the system offers the same nicotine hit as regular cigarettes, while reducing the inhalation of harmful toxins by 90%

IQOS

HeatStick



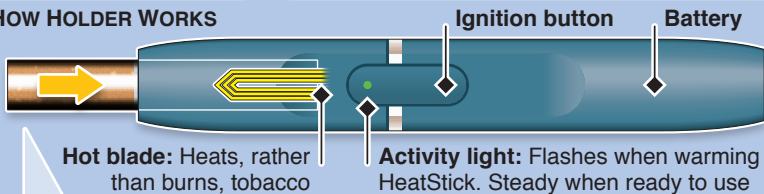
Holder: Contains replaceable **HeatStick**

Charger: Carries holder when not in use – keeping battery charged. Recharged by connecting to mains via USB cable

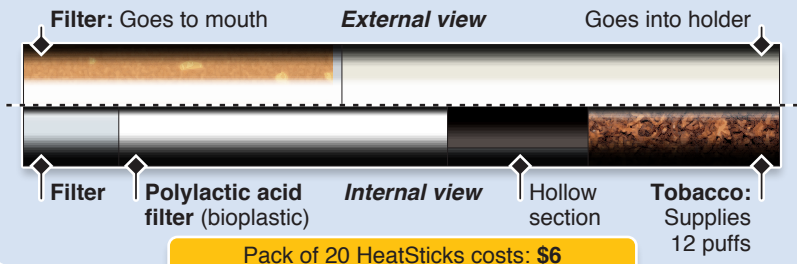
Cost of development: **\$3bn**

Holder/charger cost: **\$87**

HOW HOLDER WORKS



INSIDE HEATSTICK



CONVERSION RATES FROM CIGARETTES TO SUBSTITUTES

E-cigs (vaping) **20%** of smokers successfully switch

IQOS *Product trial in Japan* **70% switch**