

# OVERVIEW: LESS HARMFUL ALTERNATIVES TO SMOKING

WHILE NOT RISK-FREE, AND CONTAIN NICOTINE WHICH IS ADDICTIVE, LESS HARMFUL SMOKE-FREE ALTERNATIVES THAT DO NOT BURN HAVE THE POTENTIAL TO SIGNIFICANTLY REDUCE EXPOSURE TO HARMFUL CHEMICALS COMPARED TO CIGARETTES FOR SMOKERS WHO SWITCH TO THEM COMPLETELY.

As a growing number of public health and policy experts acknowledge, we believe it is important that regulation supports adult smokers to quit smoking altogether, or for those who do not quit, to switch to a less harmful smoke-free alternative.

Science and technology have enabled the development of a range of less harmful smoke-free alternatives for adults who would otherwise continue to smoke, such as e-cigarettes, heat-not-burn products, nicotine pouches and snus. These products, while not risk-free and contain nicotine which is addictive, do not burn and have the potential to significantly reduce exposure to harmful chemicals compared to cigarettes for smokers who switch to them completely.

## CIGARETTES

Cigarettes are tobacco products which are ignited and burn at temperatures of up to 900°C. This process, referred to as 'combustion', produces a nicotine-containing smoke which is inhaled by the user and absorbed into the bloodstream. The process of burning releases high levels of harmful chemicals which are the primary cause of smoking-related diseases.



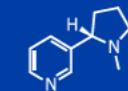
## E-CIGARETTES

Electronic cigarettes, also known as 'vapes' or 'e-cigs' are electronic devices which generally heat nicotine containing e-liquid to produce an aerosol which is inhaled by the user.



## HEAT-NOT-BURN PRODUCTS

Heat-not-burn (HnB) products are specially designed tobacco sticks used with a precisely controlled electronic heating device which heats tobacco within a specific temperature range, using an electronic heat-control system to prevent it from burning. HnB products are heated to produce a nicotine containing aerosol. By heating tobacco rather than burning it, scientifically substantiated HnB products emit significantly lower levels of harmful or potentially harmful chemicals compared to cigarettes.



## NICOTINE POUCHES

Nicotine Pouches are tobacco-free, pre-portioned pouches which contain nicotine and typically flavorings and other ingredients. They are consumed by placing under the top lip (between the cheek and gums) and are disposed of after use.



## SNUS

Snus is a smokeless oral tobacco product which contains ground tobacco, water, salt, and flavourings. Snus is available in pre-portioned pouches, or loose. Snus is consumed by placing under top lip (between the cheek and gums) and are disposed of after use.



Please note: Snus is currently banned for sale and distribution in the UK.

PHILIP MORRIS INTERNATIONAL  
Philip Morris International (PMI) is a leading international tobacco company working to deliver a smoke-free future and evolving its portfolio for the long-term to include products outside of the tobacco and nicotine sector.

SMOKE-FREE PRODUCTS ARE NOT RISK-FREE AND CONTAIN NICOTINE, WHICH IS ADDICTIVE.