

iQOS Device

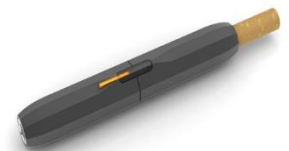
What is it?

- It is a new type of e-cigarette that Philip Morris has developed.
- This product has been called the “safer” smoking device.
- iQOS system is already sold in close to 30 countries.
- It is not currently sold in the U.S., but it can be bought on-line.
- The iQOS starter kit is currently priced at \$87.00 and a pack of 20 HeatSticks costs \$6.00.
- Philip Morris claims the iQOS produces up to 95 percent fewer potentially harmful chemicals than cigarettes and “can reduce the risks of tobacco-related diseases” for smokers who switch
- The iQOS device warms real tobacco, but at a temperature too cool to make smoke.
- The new device uses real tobacco refills, but instead of burning it to produce hazardous smoke and tar, it heats it to produce tobacco-flavored vapor.



How does it work?

- Available in matte black or modern white, its sleek cylinder encloses a filtered roll of dried tobacco product called a "HeatStick."
- With a click, the holder draws a blade heated to 350 degrees through the dried leaf.
- After 14 puffs or six minutes, a user returns the holder to a case that looks like it could be the latest wireless device.
- The system is quickly recharged and ready to toast up another heat stick.
- For the user, the iQOS system delivers nicotine like an e-cigarette, but with the taste and buzz of tobacco.



How does it work?

- A cigarette burns at 600 degrees, but the iQOS HeatStick tobacco burns at 350 degrees and never ignites.
- The user exhales a largely odorless vapor in which some of the most toxic byproducts of combustion (carbon monoxide, nitrogen oxides, formaldehyde, mercury and ammonia) are reduced by 69% to 99.9% compared to the average cigarette on the market.

iQOS Device Vs E-Cigarettes:

- The device could be more appealing to many smokers than electronic cigarettes because the iQOS heats tobacco instead of a liquid containing nicotine.
- The company who makes it believe it gives the user more of the taste and experience of regular cigarettes than other e-cigarettes.



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