

Press Release

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FOR IMMEDIATE RELEASE

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SAFE Glen Cove Coalition: FDA Says IQOS Is Modified Risk Tobacco Product

The Food and Drug Administration (FDA) approved Philip Morris International's (PMI) Modified Risk Tobacco Product application (MRTP) for IQOS, an electrically heated tobacco system. In doing so, the agency found that an IQOS exposure modification order is appropriate to promote the public health, according to PMI.

The decision includes the IQOS device, Marlboro Heatsticks, Marlboro Smooth Menthol Heatsticks, and Marlboro Fresh Menthol Heatsticks, according to the agency. IQOS is the first electronic nicotine product to be granted marketing orders through the FDA's MRTP process.

The FDA feels this decision is a historic public health milestone- maintaining many of the tens of millions of American men and women who smoke today will quit, adding that the decision makes it possible to inform adult smokers that switching to IQOS is a better choice. According to the FDA, scientific studies show that switching completely from conventional cigarettes to IQOS reduces exposure to harmful or potentially harmful chemicals. It is a fundamentally different product than combustible cigarettes and must be regulated differently, as the FDA has recognized. The FDA's decision provides an important example of how governments and public health organizations can regulate smoke-free alternatives to differentiate them from cigarettes in order to promote the public health.

The FDA authorization gives PMI an opportunity to communicate additional benefits of switching to IQOS and this decision is an important step for adult smokers. PMI has a 10-year vision to responsibly lead the transition of adult smokers to a non-combustible future. IQOS is a key part of that future. As of March 31, PMI estimates that approximately 10.6 million adult smokers around the world have already stopped smoking and switched to IQOS.

PMI will use the following information in their advertising and marketing of the products:

"AVAILABLE EVIDENCE TO DATE:

- The IQOS system heats tobacco but does not burn it.
- This significantly reduces the production of harmful and potentially harmful chemicals.

- Scientific studies have shown that switching completely from conventional cigarettes to the IQOS system significantly reduces your body's exposure to harmful or potentially harmful chemicals."

The Food and Drug Administration (FDA) is a federal agency of the United States Department of Health and Human Services responsible for protecting and promoting public health. For more information please visit www.fda.gov.

The SAFE Glen Cove Coalition is conducting an opioid prevention awareness campaign entitled. "Keeping Glen Cove SAFE," in order to educate and update the community regarding opioid use and its consequences. To learn more about the SAFE Glen Cove Coalition please follow us on www.facebook.com/safeglencovecoalition or visit SAFE's website to learn more about Tobacco use and Vaping please visit www.safeglencove.org.