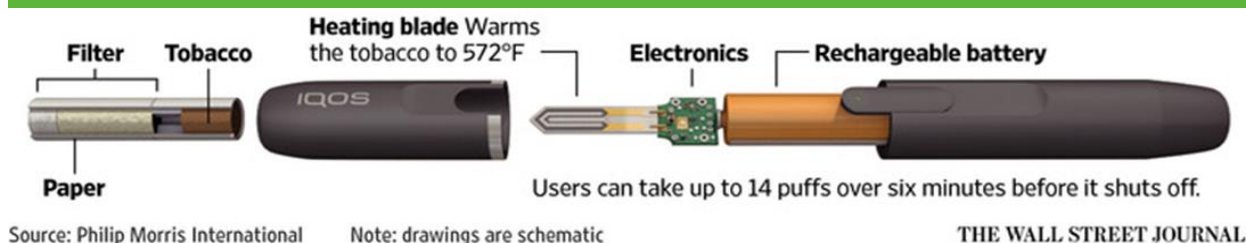


Introduction



- Heated tobacco products are gaining popularity in the US market.
- FDA approved IQOS for sale in the US in April 2019
- Flavors Available: Smooth Menthol and Original (Tobacco)
- FDA approved for Modified Risk Tobacco Product claims for exposure in July 2020.
- IQOS has been temporarily suspended from the market due to patent infringement with R.J Reynolds
- Aim: Evaluate the abuse liability of menthol and tobacco-flavored HTPs using a robust behavioral economic procedure among current cigarette users who have sampled HTPs in the laboratory.

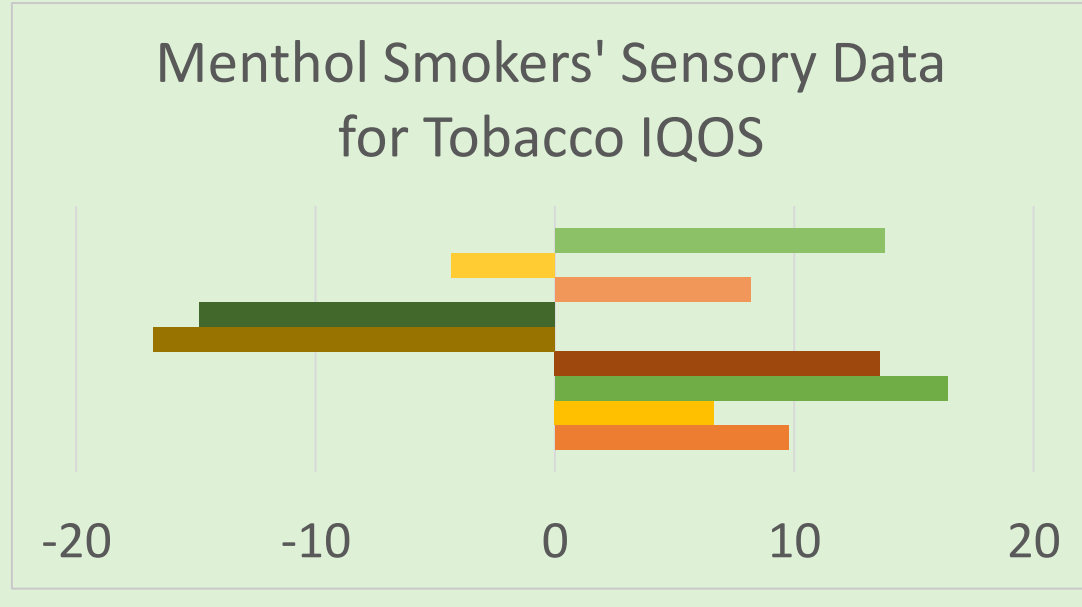
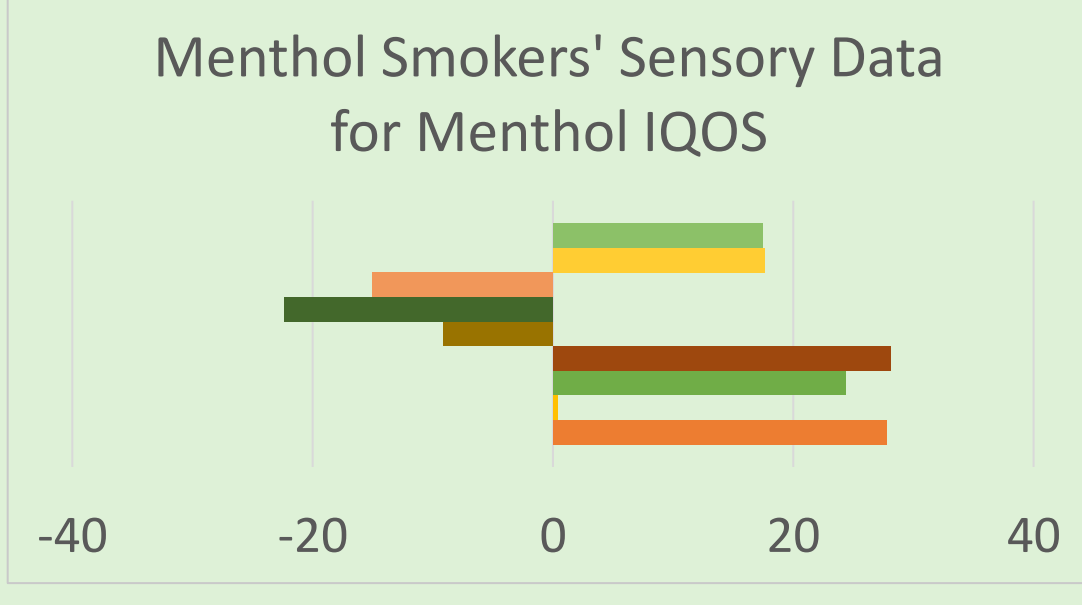
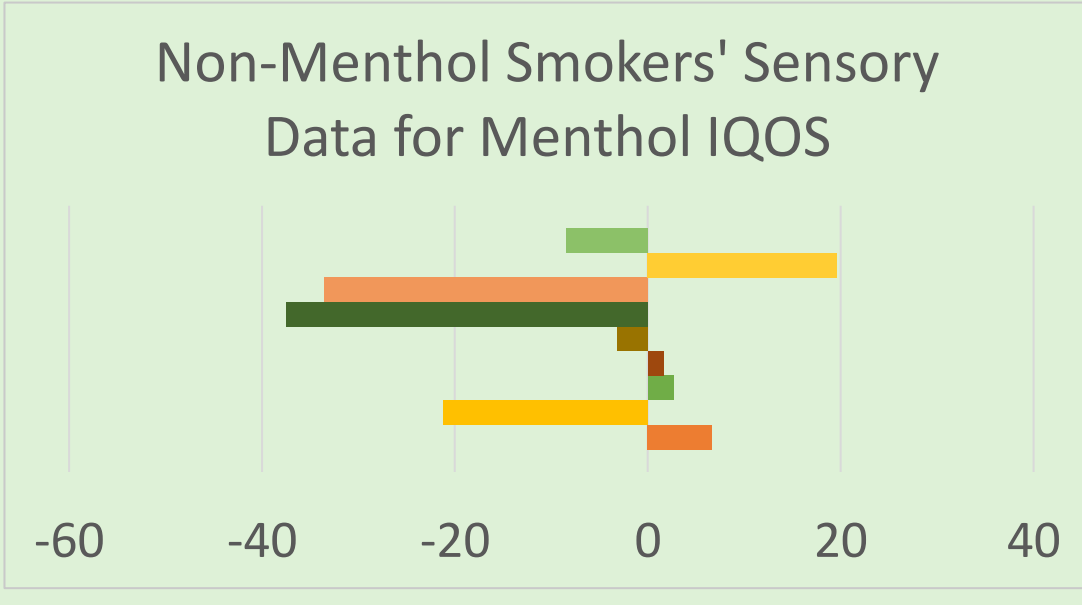
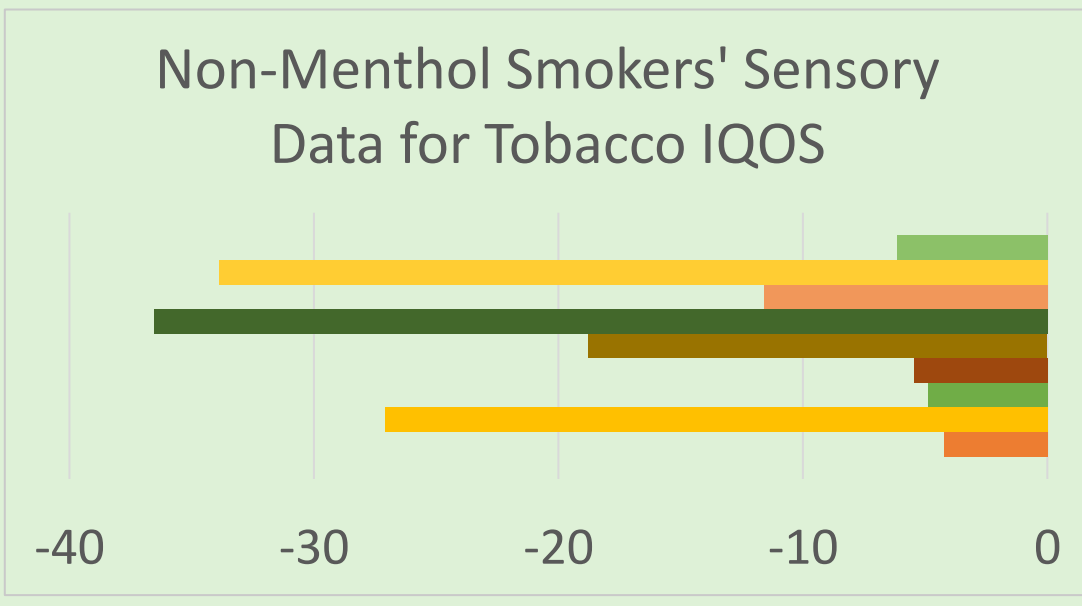
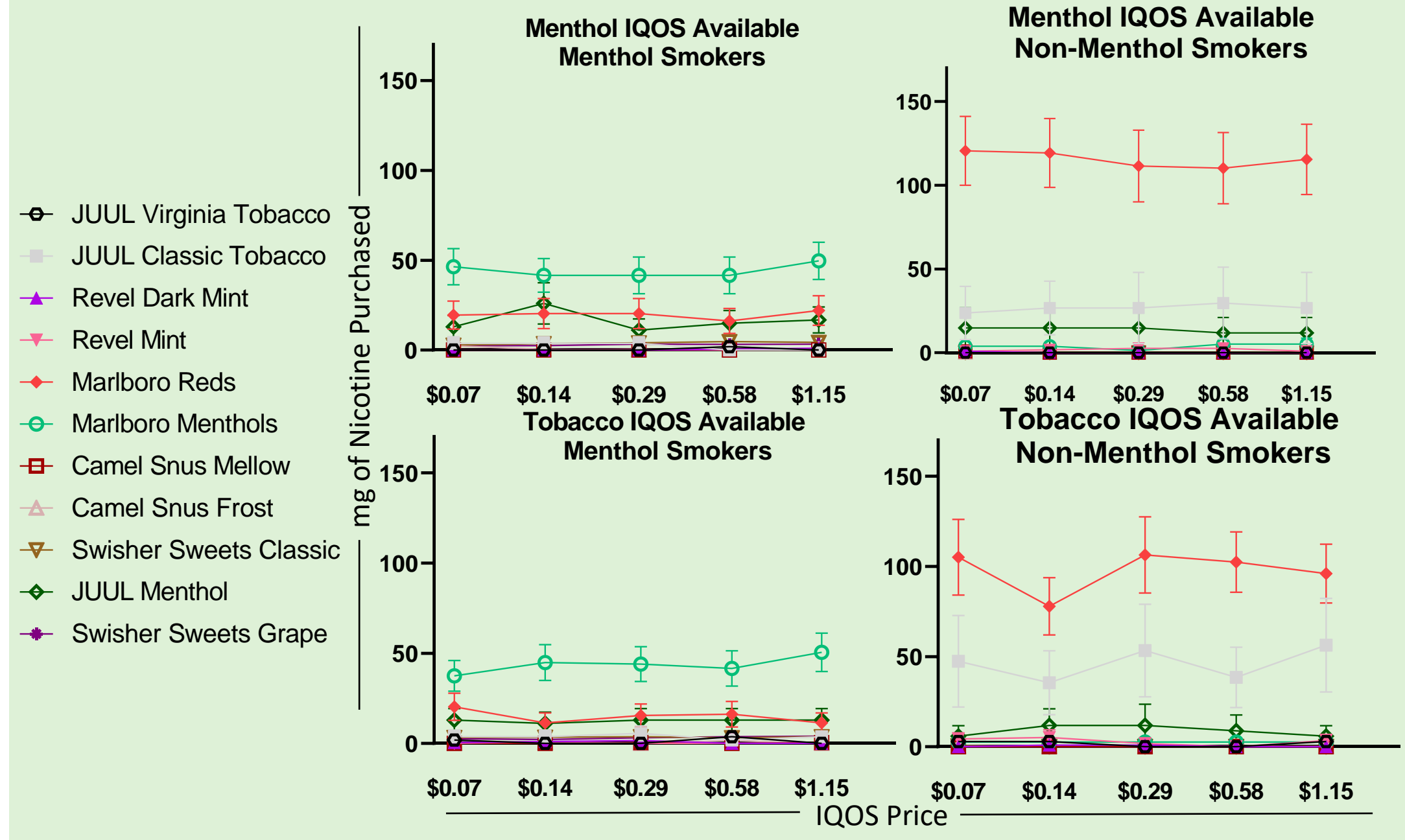
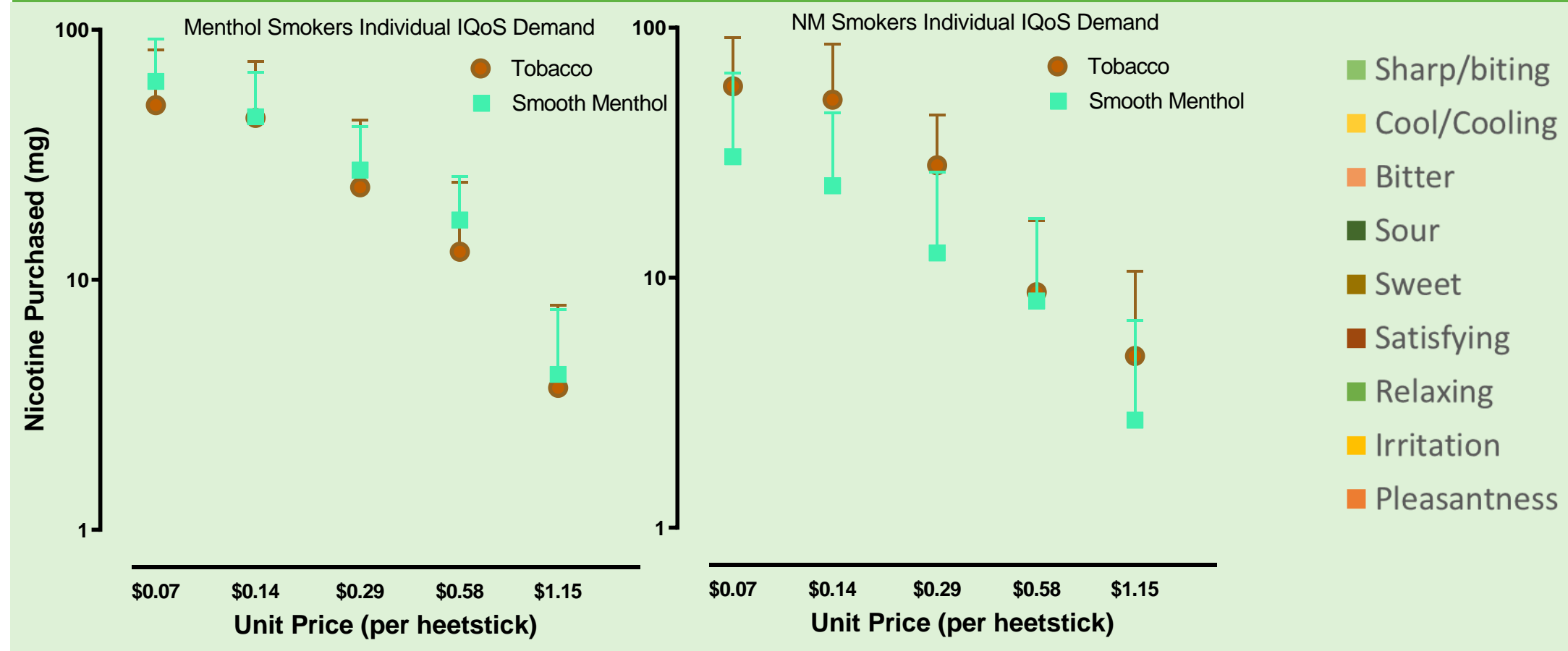
Methods

Sample Smooth Menthol & Tobacco IQOS

Experimental Tobacco Marketplace

- Randomized Sampling of IQOS
- Relative Harm Perceptions to Cigarettes by Flavor
- Satisfaction with the Product
- Abuse Liability Through Indices of Behavioral Economic Demand
- **Tobacco Condition** → Tobacco Heatstick available after trying Tobacco Heatstick
- **Smooth Menthol Condition** → Smooth Menthol Heatstick available after trying Smooth Menthol Heatstick

Results



Conclusion

- The abuse liability of smooth menthol IQOS appears to be weaker than tobacco flavor among menthol cigarette smokers and greater than tobacco flavor among non-menthol cigarette smokers.
- Substitution in both groups is independent of IQOS price; menthol smokers purchasing both menthol cigarettes and JUUL menthol at a moderate rate; non-menthol smokers choosing non-menthol cigarettes and JUUL Classic Tobacco at a moderate rate.
- Non-Menthol Smokers perceived the Tobacco IQOS more negatively.

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