Module 3: Product Description

3.1.4 Similar Marketed Products or Prototypes

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1. SUMMARY OF THE DEVELOPMENTAL ACTIVITIES FOR *IQOS* 3

1.1. Introduction

In July 2016, Philip Morris Products S.A. (PMP S.A.) started the development of an upgraded version of Authorized *IQOS* System called *IQOS* 3 System, to incorporate learnings from consumer research among adult smokers and advances in electronic technology.

This upgraded *IQOS* 3 System was developed in collaboration with **(b) (4)** **(b) (4)**

1.2. *Development of IQOS* 3 System

The design of the *IQOS* 3 System is an evolution of the design of *IQOS* 2.4 System and *IQOS* 2.4 Plus System[1], but consists of the same two components:

- The Holder, into which the *HeatStick* is inserted and heats the tobacco material by means of an electronically controlled heating blade and
- The Charger, which is used to recharge the Holder after each use and stores sufficient energy for the use of approximately 20 *HeatSticks* after which it can be recharged from household power using accessory – AC adaptor.

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2. SIMILAR MARKETED TOBACCO PRODUCTS

The *IQOS* 3 System is an upgraded version of the Authorized *IQOS* System, which was authorized by Marketing Order (PM0000479) on April 30, 2019, and was commercialized in the following months. The Authorized *IQOS* System is categorized by FDA as Cigarette, non-combusted. To date two products in this sub-category have been authorized to be sold in the United States. Besides the Authorized *IQOS* System one other product has been commercialized on the US market at various times since the 1990s (*Eclipse* by R.J. Reynolds Tobacco Company). Although that product also heats tobacco, its composition, heat source (smoldering carbon tip) and how the user uses the product is quite different from the *IQOS* 3 System, therefore only comparison with the Authorized *IQOS* System is provided.

2.1. Comparison between *IQOS* 2.4 and *IQOS* 3 System

The *IQOS* 3 System is similar to the *IQOS* 2.4 System (see figures below). It consists of two components: Holder (electrical heating unit) and Charger (power supply to the Holder), which are similar in appearance and functionality.

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A more detailed comparison of characteristics of both versions of *IQOS* System in the table below.

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The user also operates the *IQOS* 3 System in the same manner as the *IQOS* 2.4 System. A *HeatStick* is inserted into the *IQOS* 3 Holder. Once inserted, the electronically controlled and chemically inert heater blade will heat the *HeatStick*, reaching target temperatures between 320-350°C, and thus generate aerosol. The duration of a single use of HeatSticks or the number of puffs provided by the Holder remain the same between the *IQOS* 3 System and the Authorized *IQOS* System.

After use, the used *HeatStick* is to be discarded appropriately (e.g. trash receptacle) and the Holder to be recharged by the Charger for the next use.

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