Module 3: Product Description

3.1.1 Description of the Tobacco Product

LIST OF FIGURES

Figure 1: *IQOS* 3 System 2

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IQOS 3 System is an upgraded version of the Authorized *IQOS* System developed by Philip Morris Products S.A. (PMP S.A.), which is intended to be exclusively used with a specially-designed non-combustible cigarettes commercialized under the brand name *Marlboro HeatSticks* (also refered as *HeatSticks*).

The *IQOS* 3 System remains similar to the Authorized *IQOS* System in its functionality. It consists of two main components (as shown in Figure 1), and these have the same basic operating principles:

- The *IQOS* 3 Holder, a slim electrical heating unit in which a *HeatStick* is inserted. It is used to heat the tobacco material in *HeatSticks* by means of an electronically controlled heating blade. The holder is activated by the user by pressing the activation button for a set period until the holder light begins to blink, signaling that the heating process has started. The holder is designed to function for approximately 6 minutes or a maximum of 14 puffs, after which it must be recharged and a new *HeatStick* must be inserted.

- The *IQOS* 3 Charger, a pocket-sized recharging case for the holder, which holds enough energy to recharge the holder for 20 times, before it needs to be recharged using the AC adapter (accessory) from household power. The charger is also used to store the Holder when not in use and provides a safe, secure environment for the periodic thermal cleaning process of the heating blade.



Figure 1: *IQOS* 3 System[1]

[1] This figure depicts the *IQOS* 3 System in white. The product will be available in multiple colors.

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The *IQOS* 3 System retains all the functional elements of the Authorized *IQOS* System. Importantly, the principles of aerosol generation remain unchanged and this is why, as demonstrated in this sPMTA, the aerosol generated with both *IQOS* Systems is comparable.

IQOS 3 System is used with basic accessories (e.g. AC adapter, USB charging cable, cleaning tool …).

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