Module 4: Labeling and Marketing

4.1 Labeling

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4.1 Labeling

This section addresses the proposed labeling for the *IQOS* 3 System.

The labeling for the *IQOS* 3 System will be consistent with the labeling for the Authorized *IQOS* System, but not identical. Differences between the previous labeling and that which is submitted for the *IQOS* 3 System are primarily to distinguish the modified upgraded *IQOS* System from the Authorized *IQOS* System and to provide updated user instructions and safety warnings to reflect learnings from the global in-market experience with *IQOS*. The labeling for the *IQOS* 3 System will continue to bear the brand name "*IQOS*®" but will be marked so as to distinguished it as a new version of the Authorized Product.

We submit here a representative sample of package labels for the *IQOS* 3 System kit (Appendix A4-1-4-box-white and Appendix A4-1-5-hat-white). The *IQOS* 3 System kit package contains the Pocket Charger and Holder, a USB cable for charging the Pocket Charger, a cleaner and cleaning sticks. The device will be sold in multiple color options, and we also provide for review a label specimen showing one such color.

In addition, the *IQOS* 3 System labeling includes a Quick Start Guide (A4-1-1-iqos3-quickstartguide), Safety Warning and Instructions (Appendix A4-1-2-iqos3-safety-warning-instructions and a Warranty Card (Appendix A4-1-3-iqos3-warranty-card). The three user Documents (Quick Start Guide, Safety Warning Instructions and Warranty Card) are inserted into a Folio which is provided as part of the kit.

In addition, the three guide documents, i.e. Quick Start Guide, Safety Warnings and Instructions, and the Warranty Card will be consolidated into a single document and made available on the owned website, *getIQOS*.com.

The Quick Start Guide provides brief, primarily visual, instructions for using *IQOS* 3 System. The User Guide contains detailed instructions about the device and its operation. Both types of guides are discussed in more detail in Module 3, Section 3.4. Description of the Conditions for Using the Tobacco Product.

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