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Study Title	(b) (4)
Study Number	(b) (4)
Product Name	<i>IQOS™</i>
Sponsor	Philip Morris Products S.A. Avenue de Rhodanie 50 1007 Lausanne Switzerland
(b) (4)	(b) (4)
Authors	(b) (4)
Version	(b) (4)
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2 LIST OF ABBREVIATIONS AND TERMS

Abbreviation	Definition
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PMI Philip Morris International Inc. (general entity)

PMP S.A. Philip Morris Products S.A. (part of the PMI group of companies)

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Term	Definition
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3 EXECUTIVE SUMMARY

Study Background and Overall Objectives

This report presents data from (b) (4)

(b) (4) The aim of these (b) (4) studies is to investigate the

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3.1 GENERAL ADULT POPULATION SAMPLE

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3.2 IQOS USER SAMPLE

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3.3 CONCLUSIONS

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4 OVERALL AIM AND STUDY OBJECTIVES

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5 OVERALL STUDY DESIGN AND PLAN

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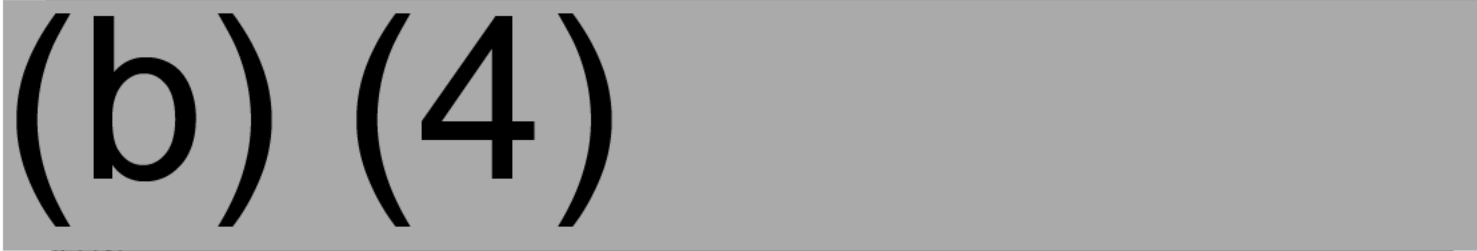
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6 RESULTS

6.1 GENERAL ADULT POPULATION SAMPLE

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7 CONCLUSIONS

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8 STRENGTHS AND LIMITATIONS

8.1 STRENGTHS

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8.2 LIMITATIONS

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