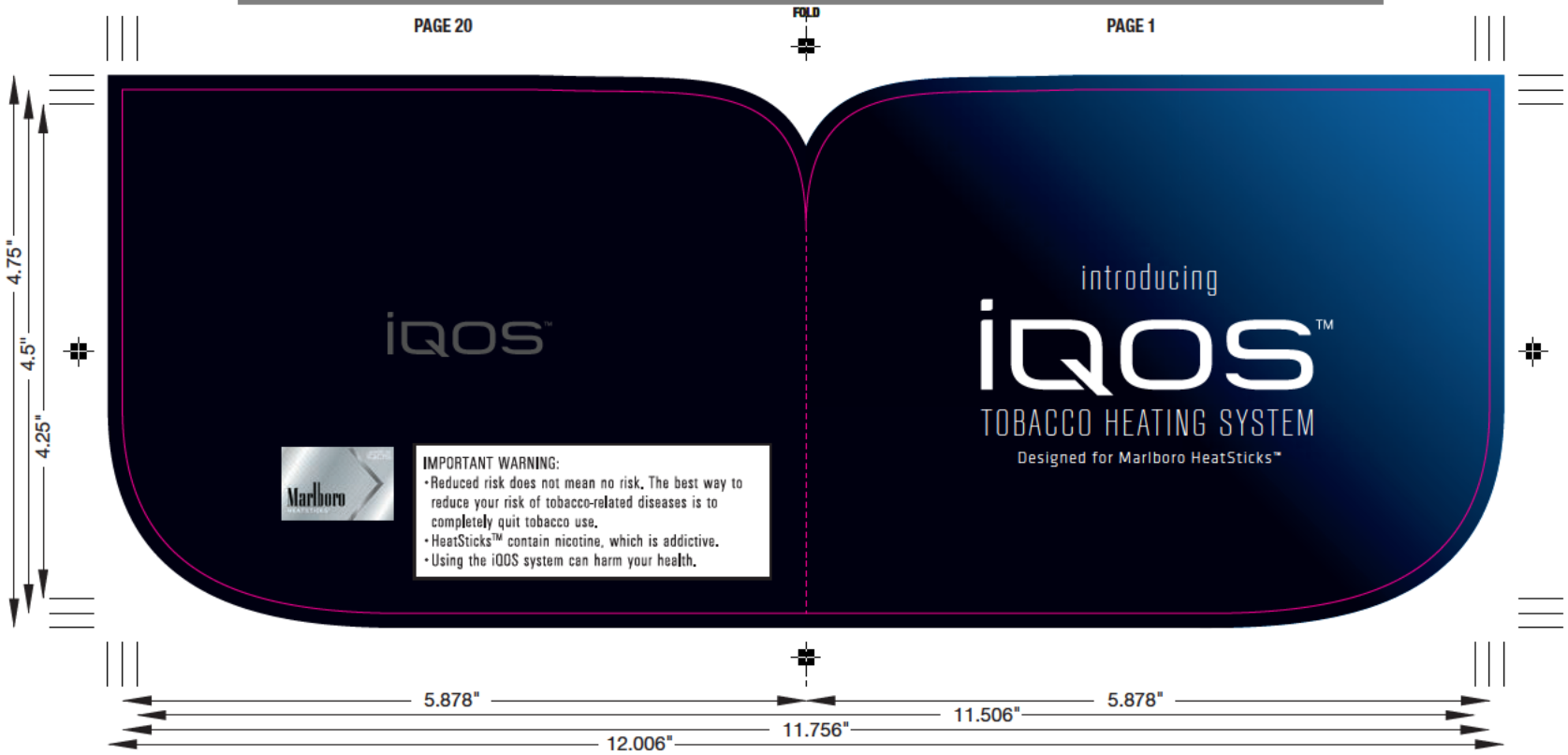
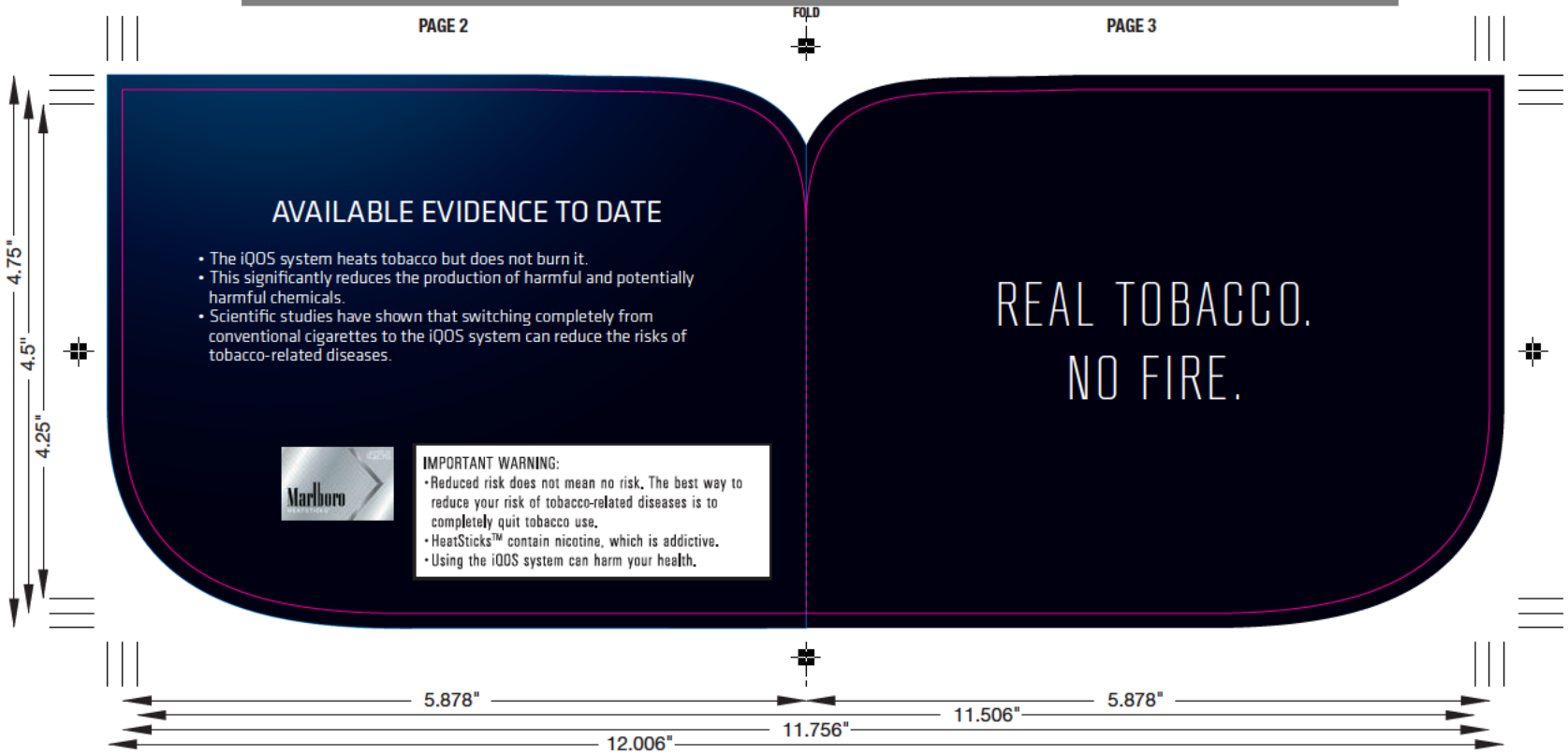
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PAGE 20
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iQOS™
Marlboro
IMPORTANT WARNING:
• Reduced risk does not mean no risk. The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use.
• HeatSticks™ contain nicotine, which is addictive.
• Using the iQOS system can harm your health.
introducing
iQOS™
TOBACCO HEATING SYSTEM
Designed for Marlboro HeatSticks™
5.878"
5.878"
11.506"
11.756"
12.006"

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PAGE 3
AVAILABLE EVIDENCE TO DATE
• The iQOS system heats tobacco but does not burn it.
• This significantly reduces the production of harmful and potentially harmful chemicals.
• Scientific studies have shown that switching completely from conventional cigarettes to the iQOS system can reduce the risks of tobacco-related diseases.
Marlboro
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REAL TOBACCO.
NO FIRE.
4.75"
4.5"
4.25"
5.878"
5.878"
11.506"
11.756"
12.006"

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PAGE 4 | FOLD | PAGE 5

iQOS™ – WHAT IT IS

iQOS is an innovative new option for adult smokers to enjoy real tobacco.

It's an electronic tobacco heating system, designed for Marlboro HeatSticks™. iQOS gives you a real tobacco experience.

It's rechargeable, portable, and convenient for everyday use – at home or on the go. Wherever you're headed, it's easy to take the iQOS system with you.

Who is iQOS for?
✓ It is for smokers who want to continue using tobacco.

Who is iQOS not for?
x It is not for smokers who want to quit.
x It is not for ex-smokers.
x It is not for non-smokers.



IMPORTANT WARNING:
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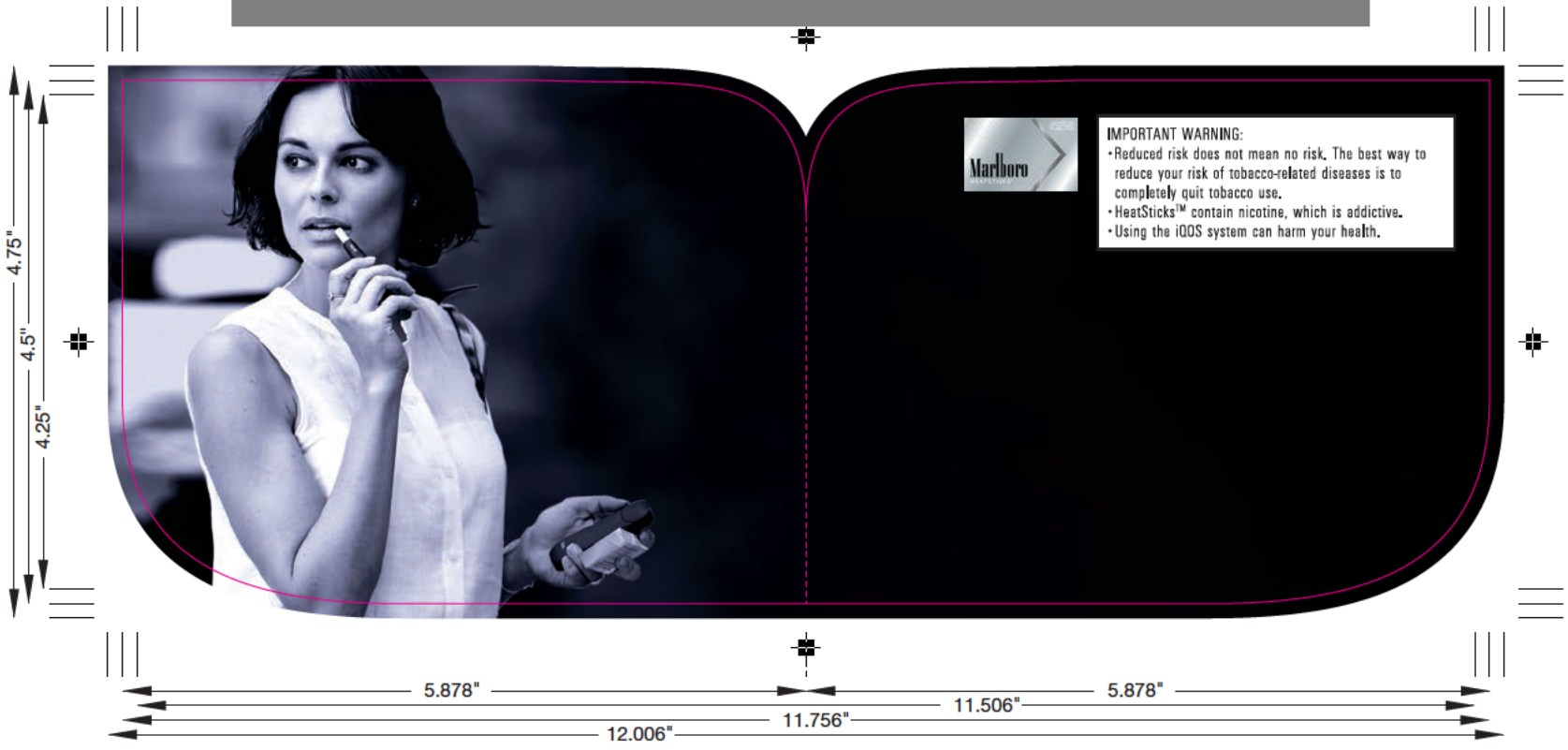
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PAGE 6
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PAGE 7
iQOS™ – HOW IT'S DIFFERENT
It's electronic – but not an electronic cigarette.
Unlike e-cigarette products that heat fluid into a vapor, iQOS heats the real tobacco in Marlboro HeatSticks™, releasing smooth tobacco flavor.
Real tobacco – without the fire or ash.
iQOS delivers a clean, real tobacco experience. It heats the tobacco – but doesn't burn it – producing no ash and less odor.
Marlboro
4.75"
4.5"
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5.878"
5.878"
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11.756"
12.006"

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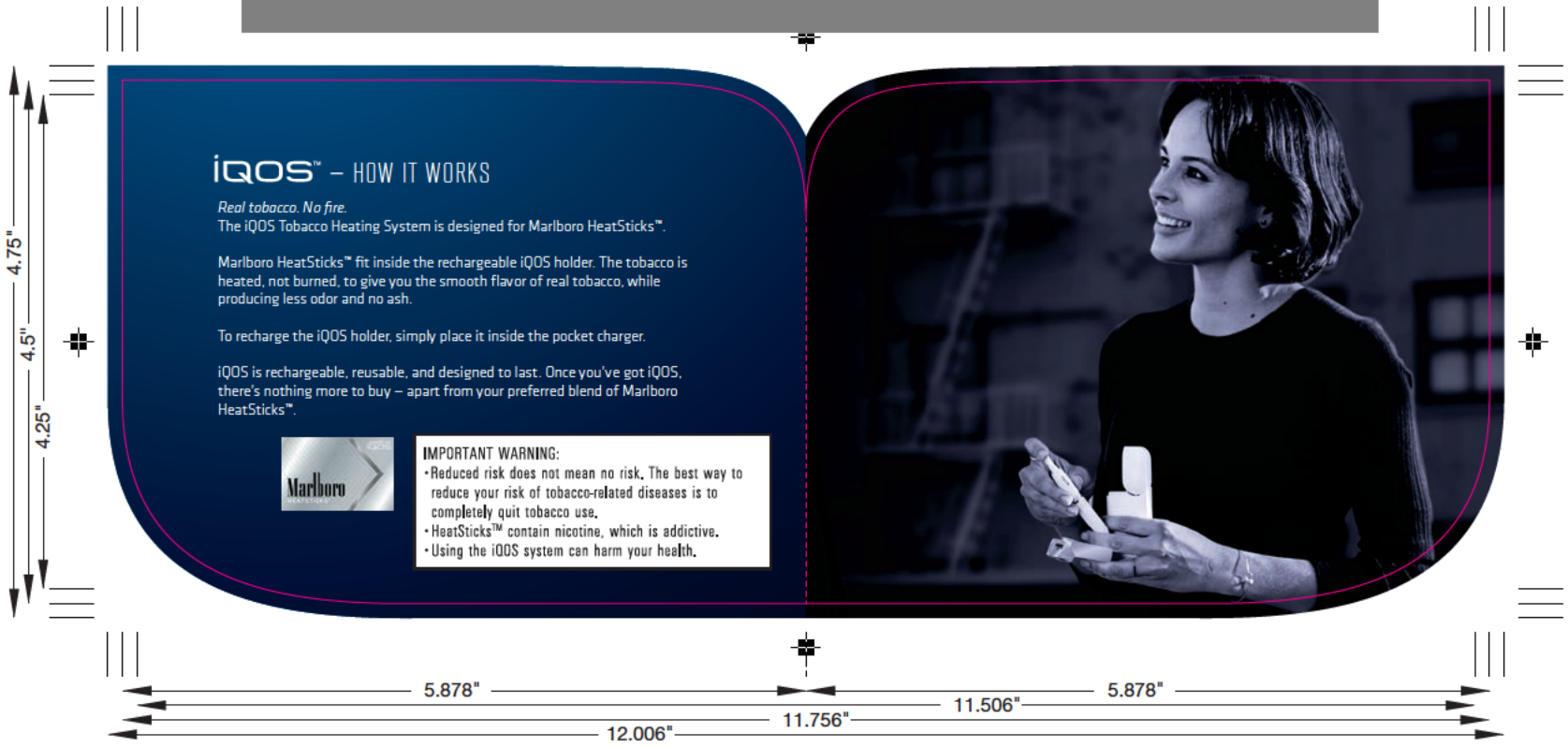
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Marlboro
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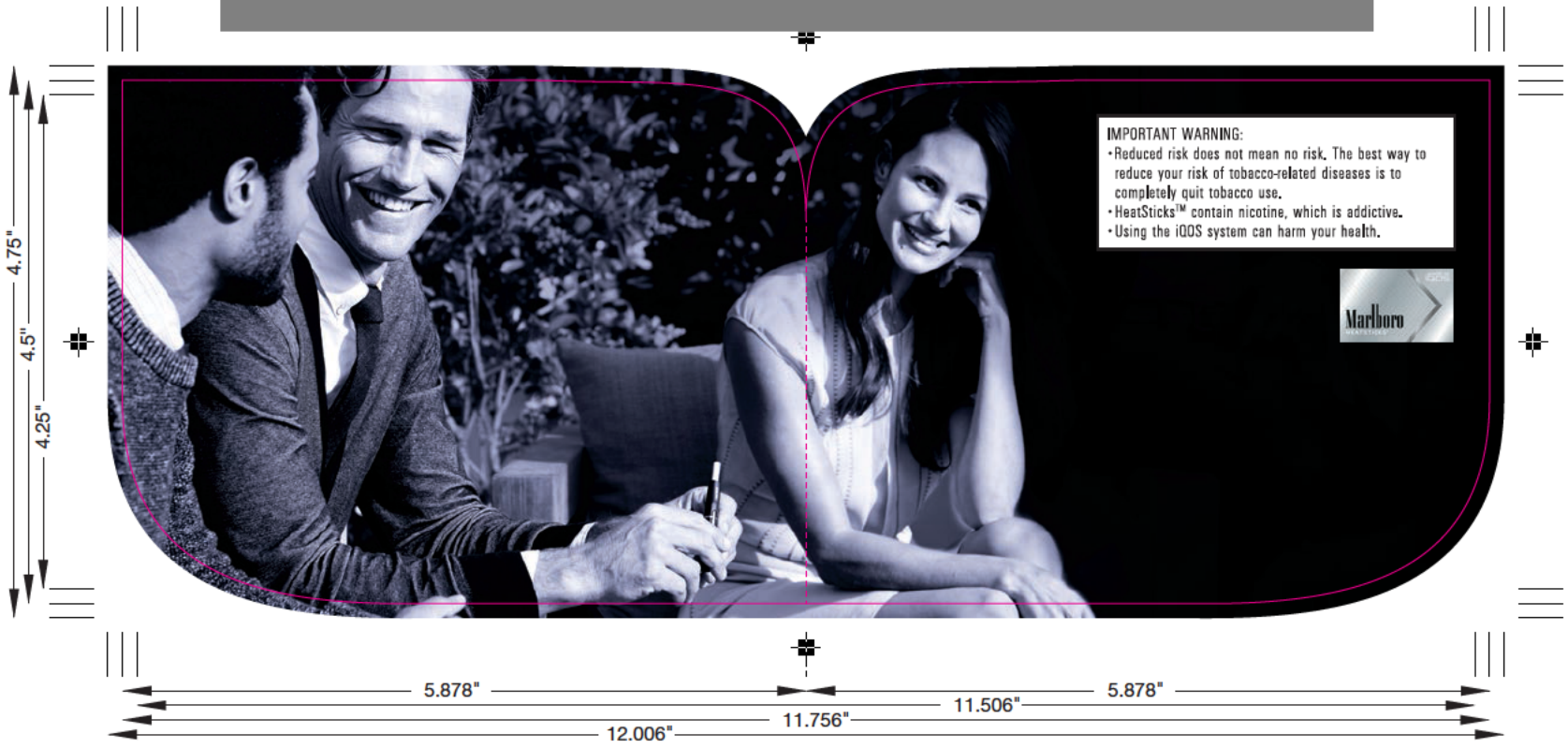
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iQOS™ – WHAT YOU GET
iQOS gives you the authentic flavor of real tobacco and a satisfying experience that only comes from Marlboro.
Unlike conventional cigarettes, with iQOS, tobacco isn't burned, so you get real tobacco enjoyment with less worry about disturbing those around you.
NO FIRE
NO ASH
LESS ODOR
LESS MESS
4.75"
4.5"
4.25"
5.878"
11.506"
5.878"
11.756"
12.006"

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iQOS™ – HOW IT WORKS
Real tobacco. No fire.
The iQOS Tobacco Heating System is designed for Marlboro HeatSticks™.
Marlboro HeatSticks™ fit inside the rechargeable iQOS holder. The tobacco is heated, not burned, to give you the smooth flavor of real tobacco, while producing less odor and no ash.
To recharge the iQOS holder, simply place it inside the pocket charger.
iQOS is rechargeable, reusable, and designed to last. Once you've got iQOS, there's nothing more to buy – apart from your preferred blend of Marlboro HeatSticks™.
Marlboro
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4.75"
4.5"
4.25"
Marlboro
HEATSTICKS
DESIGNED FOR iQOS
MENTHOL
Marlboro
HEATSTICKS
iQOS™ – ABOUT MARLBORO HEATSTICKS™
Marlboro HeatSticks™ are the source of the real tobacco experience you get with iQOS.
Marlboro HeatSticks™ are crafted for smooth tobacco enjoyment. They look and feel instantly familiar – paper, a filter, and real tobacco. While they may be smaller in size than conventional cigarettes, they have a similar draw and give you just as many puffs.
Marlboro HeatSticks™ are available in two blends: Original and Menthol. Both blends are mellow, with a crisp taste and clean finish.
5.878"
5.878"
11.506"
11.756"
12.006"