(b) (4)



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REAL TOBACCO.
NO FIRE.



Designed for Marlboro HEATSTICKS™

The iQOS Tobacco Heating System heats real tobacco – instead of burning it. So you get smooth, real tobacco flavor with no fire, no ash, less odor, and less mess.



SHORT ON SIZE. LONG ON FLAVOR

iQOS uses specially designed Marlboro HeatSticks™. While they may be smaller than conventional cigarettes, they give you just as many puffs and real tobacco enjoyment.



WITH iQOS, YOU'RE GOOD TO GO

Ditch your lighter. All you need are your rechargeable iQOS holder and Marlboro HeatSticks™, available in Original and Menthol.

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.

13.75"
13.5"
13.25"
4.5"
4.5"
4.5"

7.6135"
7.8635"
8.1135"

CONCEPTS/ NOT FINAL

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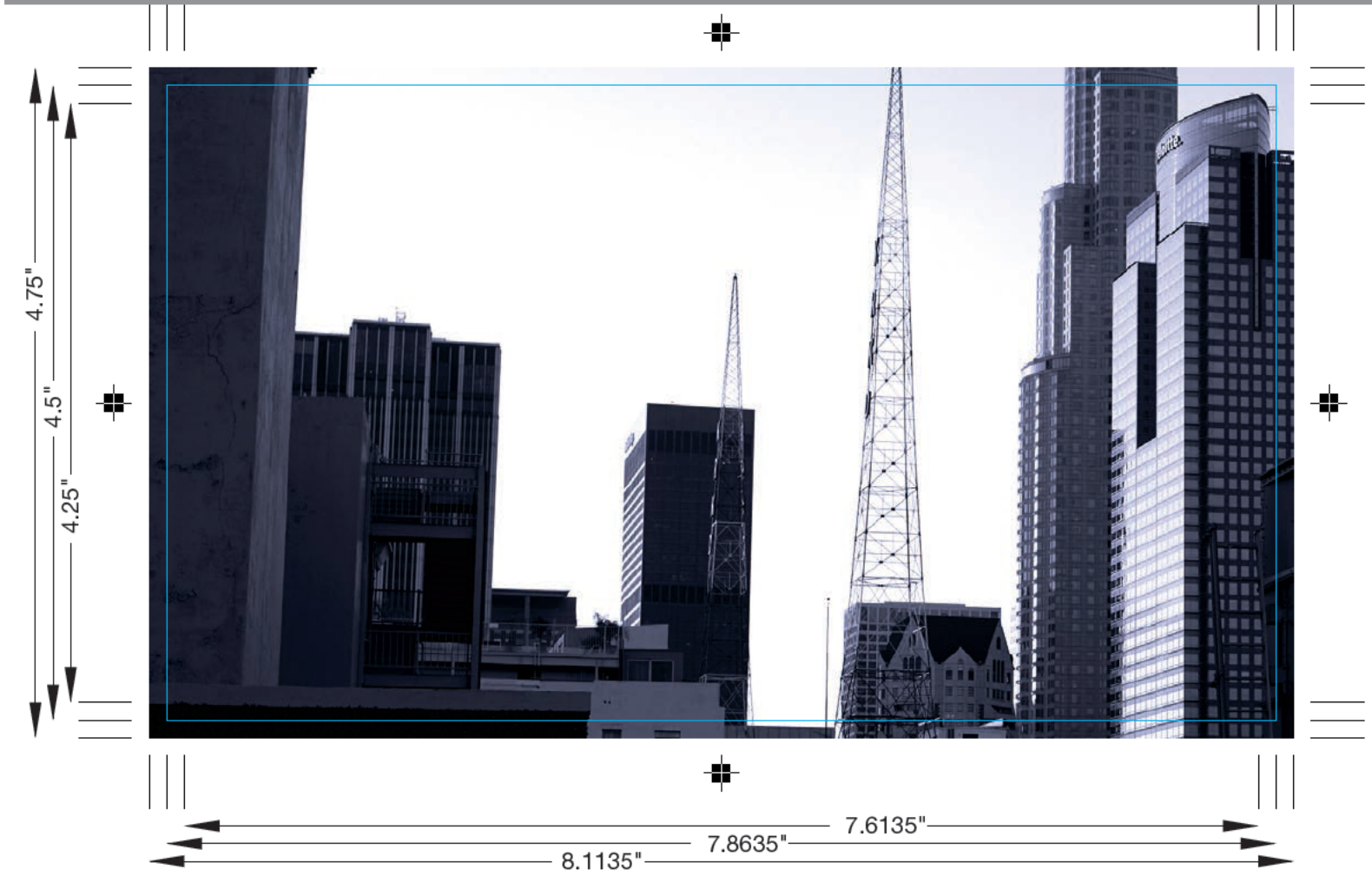
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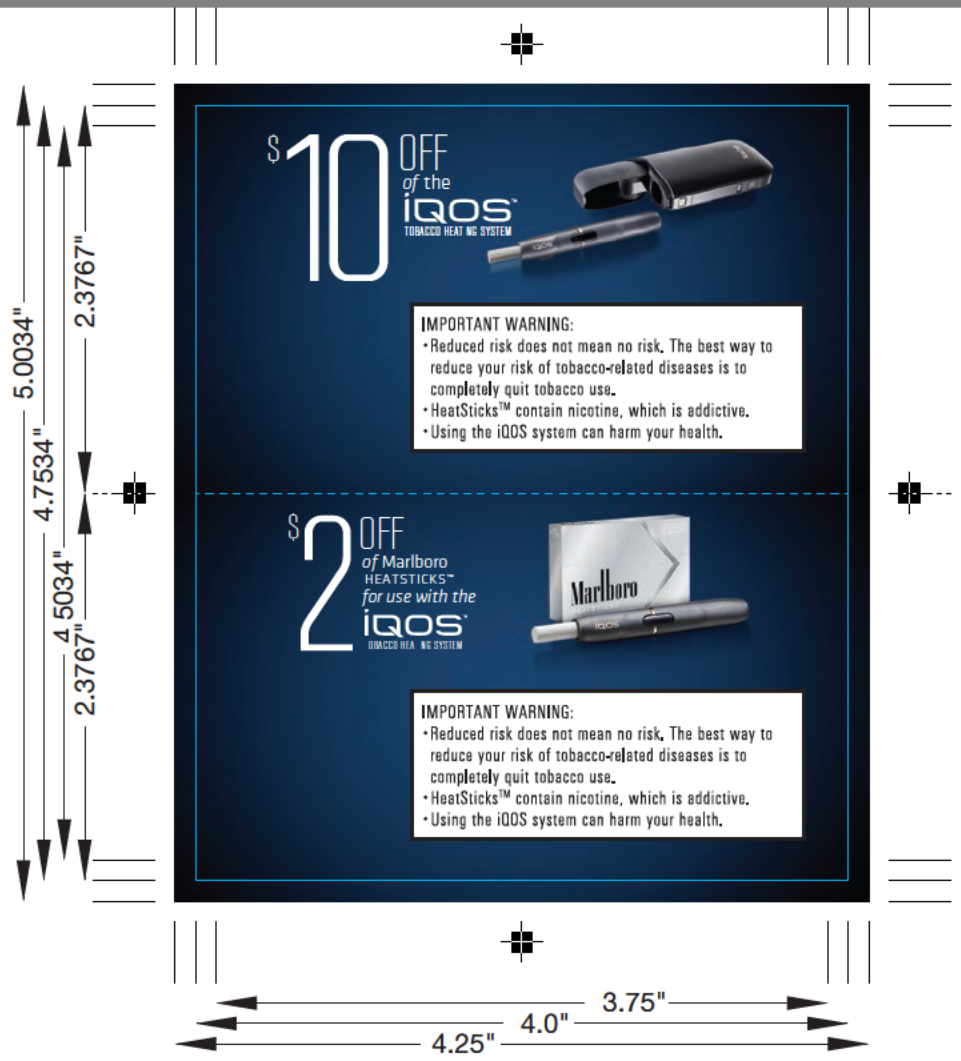
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