

PMI's IQOS Iluma Prime smoke-free device goes live with Japan Duty Free

Philip Morris International has announced the launch of IQOS Iluma Prime, the latest addition to the company's growing portfolio of smoke-free products, with Japan Duty Free.



This announcement follows the initial market launch of IQOS Iluma in Japan on 17 August.

The new IQOS Iluma becomes the brand's first tobacco-heating system to introduce induction-heating technology, which utilises no blade and requires no cleaning.

"Our objective is a world without cigarettes; a world where cigarettes are replaced by smoke-free alternatives that are a better choice than continued smoking," said PMI CEO Jacek Olczak.

"We have launched several generations of our IQOS heated tobacco system; expanding our portfolio to offer constantly improved, science-backed solutions that take advantage of advancements in technology and address pain points heard from consumers.



AN IMPORTANT LEAP FORWARD

"This commitment to continuous innovation plays a significant role in our ambition to deliver a smoke-free future.

The launch of IQOS Iluma our most innovative device yet, gives adult smokers another better choice and represents an important leap forward in our efforts to accelerate the end of smoking."

The IQOS Iluma series offers two devices in Japan: IQOS Iluma Prime and IQOS Iluma. Both devices use new induction-heating technology but offer different designs to allow adult users to 'select the device that best suits their needs and preferences'. Japan Duty Free will offer the IQOS Iluma Prime device.

"The launch of the IQOS Iluma Prime, our most refined and advanced device yet, in Japan Duty Free, further

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demonstrates our constant commitment to delight our legal age consumers in travel retail with our most premium and stylish product range," said Edvinas Katilius, Vice President PMI Duty Free.

"We have extended our product offering in Japan Duty Free with IQOS Iluma Prime – available in a choice of four new colours and with our largest ever range of accessories."

The innovative heating technology in these devices is the Smartcore Induction System that heats the tobacco from within the new Terea Smartcore Stick.

These newly designed sticks are to be used only with IQOS Iluma, which features an auto-start function that detects when the Terea stick is inserted and automatically turns on the device.

These bladeless devices offer a cleaner way to heat tobacco from the core, without burning it, to provide a more consistent experience, no tobacco residue, and no need to clean the device.

NO COMBUSTION AND NO SMOKE

Edvinas Katilius, Vice President PMI Duty Free.

Additionally, they generate no combustion and no smoke, and PMI's market research indicates that IQOS Iluma provides a more pleasurable experience compared to previous IQOS generations.

"IQOS Iluma is our most innovative offering to-date and the new flagship in our portfolio of science-backed, smoke-free products.

Its breakthrough induction-heating technology heats tobacco from within, without burning, so there's no smoke, no ash and, like previous IQOS devices, it emits, on average, 95% lower levels of harmful chemicals compared with cigarettes," said Michele Cattoni, Vice President Heated Tobacco Platforms at PMI.

"However, unlike our previous tobacco-heating systems, IQOS Iluma has no blade. That means no tobacco residue or cleaning ever. With this, and other product features, we aim to address consumer pain points that may have hindered some adult smokers from beginning or maintaining their journey away from cigarettes in the past."

IQOS Iluma Prime is available in Japan Duty Free for purchase from 2 September, 2021. As of 30 June, 2021, PMI's smoke-free products are available in 67 markets.

There are more than 20 million users of the IQOS tobacco heating system globally, and PMI estimates that more than 73% (*approximately 14.7 million*) of these men and women have switched completely to IQOS and stopped smoking with the balance in various stages of switching.

PMI's ambition is that by 2025 at least 40 million PMI cigarette smokers who would otherwise continue to smoke will have switched to smoke-free products. Furthermore, the company's ambition is that more than half of its net revenues will come from smoke-free products by 2025.