

**PMI offers a variety of quality, scientifically substantiated smoke-free products that are much better choices than continued smoking. Our vision is that our smoke-free products will one day replace cigarettes.**

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#### **GOOD CONVERSION PRACTICES FOR PMI'S SMOKE-FREE PRODUCTS**

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- 1. Cigarette smoking causes serious diseases and is addictive. Without question, the best decision any smoker can make is to quit tobacco and nicotine use altogether.**
- 2. Minors should not use tobacco or nicotine in any form.**
- 3. PMI's smoke-free products are for adults who would otherwise continue to smoke or use other nicotine products.**
- 4. We do not offer PMI's smoke-free products to people who have never used tobacco or nicotine products or who have quit using tobacco and nicotine products. Our smoke-free products are not alternatives to quitting and are not designed as cessation aids.**
- 5. PMI's smoke-free products are not risk free and contain nicotine, which is addictive. Switching to a smoke-free product is, however, a better choice than continuing to smoke.**
- 6. We support our adult smoke-free product users in their journey to full conversion through education and guidance.**
- 7. For consumers to experience the benefits of smoke-free products, they must switch completely and abandon smoking permanently.**
- 8. We inform consumers of all relevant safety information about our smoke-free products.**