WHAT IS HEATED TOBACCO?

Heated tobacco is a potentially reduced-risk alternative to smoking

Previously, burning tobacco - the main cause of smoking-related diseases - was the only way to consume the nicotine present in cigarettes. This new technology heats up a specially designed tobacco 'rod' to a defined temperature, either 315°C or 345°C, both of which are significantly lower than the 900°C reached by the burning tip of a conventional cigarette.

Heating – not burning – ensures that nicotine and flavours are released from the tobacco, whilst our initial research suggests this aerosol also contains significantly fewer HPHCs (Harmful and Potentially Harmful Chemicals) than cigarettes.

WHAT IS PULZE?

Pulze is our cutting-edge heated tobacco device.

1. TOBACCO
   - Wrapped in aluminium foil, ensuring iD sticks cannot be smoked like conventional cigarettes.

2. BORE FILTER
   - Creates a pressure drop in the tobacco, mixing the nicotine and vapour for a smoother experience.

3. VENTILATED SPACER
   - Ventilation cools the vapour with ambient air and adds structure to the stick.

4. MOUTHPIECE FILTER
   - iD sticks include a range of filters, including triple bore and a 'crushball', which can be squeezed to release a menthol flavour.

FOR SCIENTIFIC AND TRADE PURPOSES ONLY. THIS PRODUCT IS NOT CURRENTLY AVAILABLE FOR SALE IN THE US.
THE SCIENCE OF PULZE

TOXICANTS

Our initial research suggests Pulze vapour contains substantially lower levels (on average 96%) of select harmful toxicants than conventional cigarette smoke.

TPM

The composition of the Total Particulate Matter (TPM) produced by Pulze is strikingly different to that of a conventional cigarette.

HPHCs

Pulze vapour potentially produces up to 97% lower levels of HPHCs than conventional cigarette smoke.

MUTAGENICITY, CYTOTOXICITY & GENOTOXICITY

We use recognised regulatory methods to perform mutagenicity, cytotoxicity and genotoxicity testing on our products. We use them to assess the impact of Pulze vapour on cell viability and/or growth rates, as well as the possibility of causing DNA mutation or genetic damage.

Our initial analysis of Pulze vapour demonstrated a potential reduction of between 98 and >99% in all 3 tests compared to conventional cigarette smoke.

We believe heated tobacco offers Something Better for the world’s smokers.

1Internal data, Imperial Brands 2019
2The NFDPM produced by Pulze is principally comprised of glycerol
3Internal data, Imperial Brands Science 2019
4> 97%
5> 94%
6> 83%
7> 94%
8> 78%
9> 91%
10Internal data, Imperial Brands 2019

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