

zoneX

ALL WHITE

What is zoneX ALL WHITE?

It's a form of oral nicotine delivery (OND) that's totally tobacco-free.

zoneX ALL WHITE is inspired by traditional Swedish snus, a type of OND made from moist powdered tobacco.



How do you use zoneX ALL WHITE?

To enjoy the taste and nicotine stimulation, simply place a pouch under the upper lip for up to 20 minutes.



Cigarettes, heated tobacco and vape products

nicotine is absorbed through the **lungs**

zoneX ALL WHITE

nicotine is absorbed via the **gum membranes**



What exactly does each container and pouch contain?



There are 25 pouches of zoneX ALL WHITE in each widely recyclable can

Ingredients include:



Nicotine



Plant fibre



Flavourings (e.g. spearmint) and sweeteners



Humectants (to ensure pouches remain moist)



Sodium chloride & Sodium carbonate (to ensure stability)

To what extent is it potentially risk reduced?

Traditional snus's reduced risk potential compared to smoking is significant, and has been demonstrated through long term epidemiological study¹.

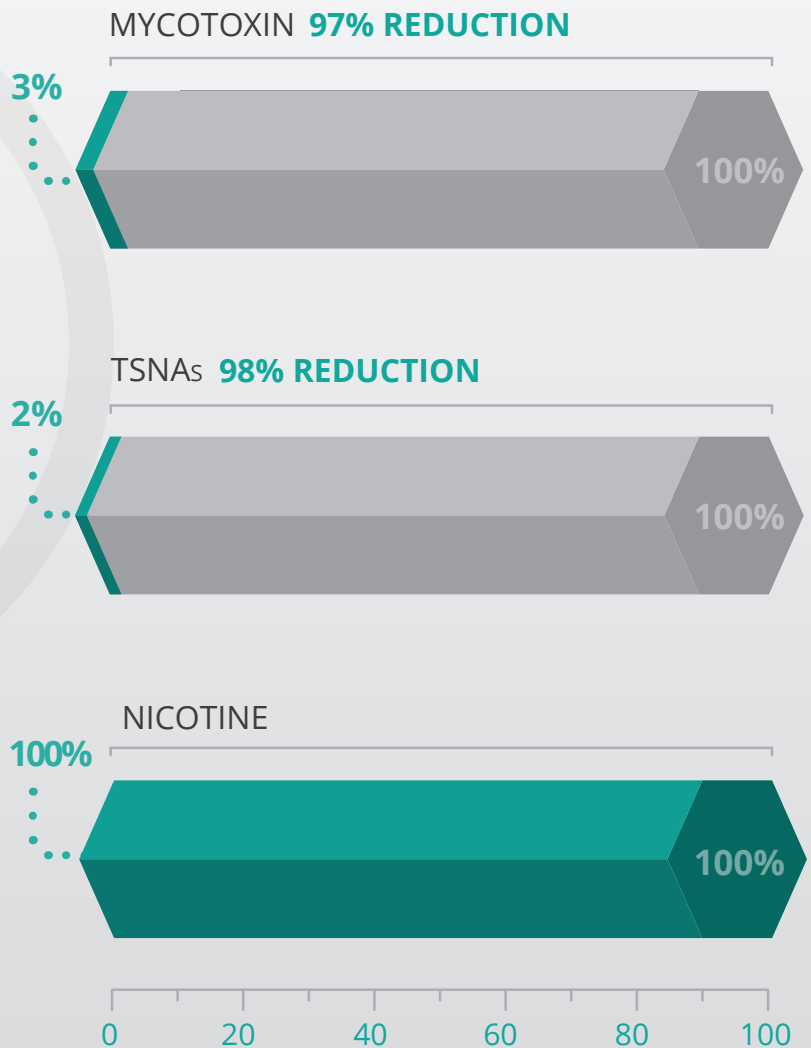
The popularity of snus is the likely reason Sweden has similar levels of tobacco prevalence as other European countries but considerably lower levels of smoking-related mortality.

Tobacco-free ONDs like zoneX ALL WHITE may offer even **greater harm reduction potential** as they contain a fraction of the toxicants found in snus.

1 - Scientific committee on Emerging and Newly Identified Health Risks, 2008; Lee, 2013

2 - Internal data, Imperial Brands Science 2019. TSNA_s = NNN+NNK; Mycotoxin = Ochratoxin

zoneX ALL WHITE VS. select snus constituent levels²



Why zoneX ALL WHITE?

We believe:

Offering innovative smoke-free and tobacco-free alternatives to adult smokers and oral tobacco users is an important complement to existing tobacco control strategies.

Growing demand exists among adult smokers for less harmful forms of nicotine delivery.

Effective policies and regulation should enable adult consumers to hear/learn about and access products like zoneX ALL WHITE.

As a responsible manufacturer, the safeguarding of youth and non-smokers/tobacco users remains our priority.



THROUGH PRODUCTS BACKED BY SCIENCE, WE ARE CREATING SOMETHING BETTER FOR THE WORLD'S SMOKERS

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