



IMPERIAL
BRANDS

SCIENCE

HEATED TOBACCO

Actual Use Study describing use patterns of PULZE & iD HTS among adult smokers with no intention to quit in Czechia.

Martin Fitzpatrick

15th October 2024

Imperial Brands Scientific Assessment Framework (SAF)

Evaluating product safety and assessing the tobacco harm reduction potential of our next generation products



Learn more about
our SAF here:

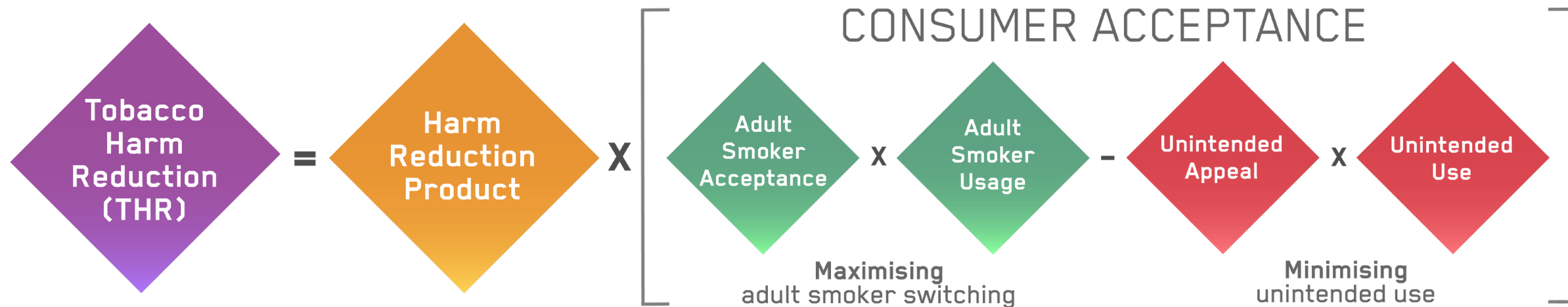


IMPERIAL
BRANDS

SCIENCE

PULZE

Tobacco Harm Reduction Equation



IMPERIAL BRANDS

SCIENCE

PULZE

Actual Use Study Design: Describing patterns of use in a near to real world setting

332 adult participants
Aged 19+ with no intention to quit

Primary aims:

Proportion of participants who transitioned from cigarettes to PULZE & iD HTS at Week-6 & Week-24

Consumption patterns of conventional cigarettes and iD sticks

Secondary aims include:

Changes in use and subjective effects of using PULZE & iD

Motivations to stop smoking and interest in using PULZE & iD

Changes in perceived dependence and health risks relative to smoking



IMPERIAL
BRANDS

SCIENCE

PULZE

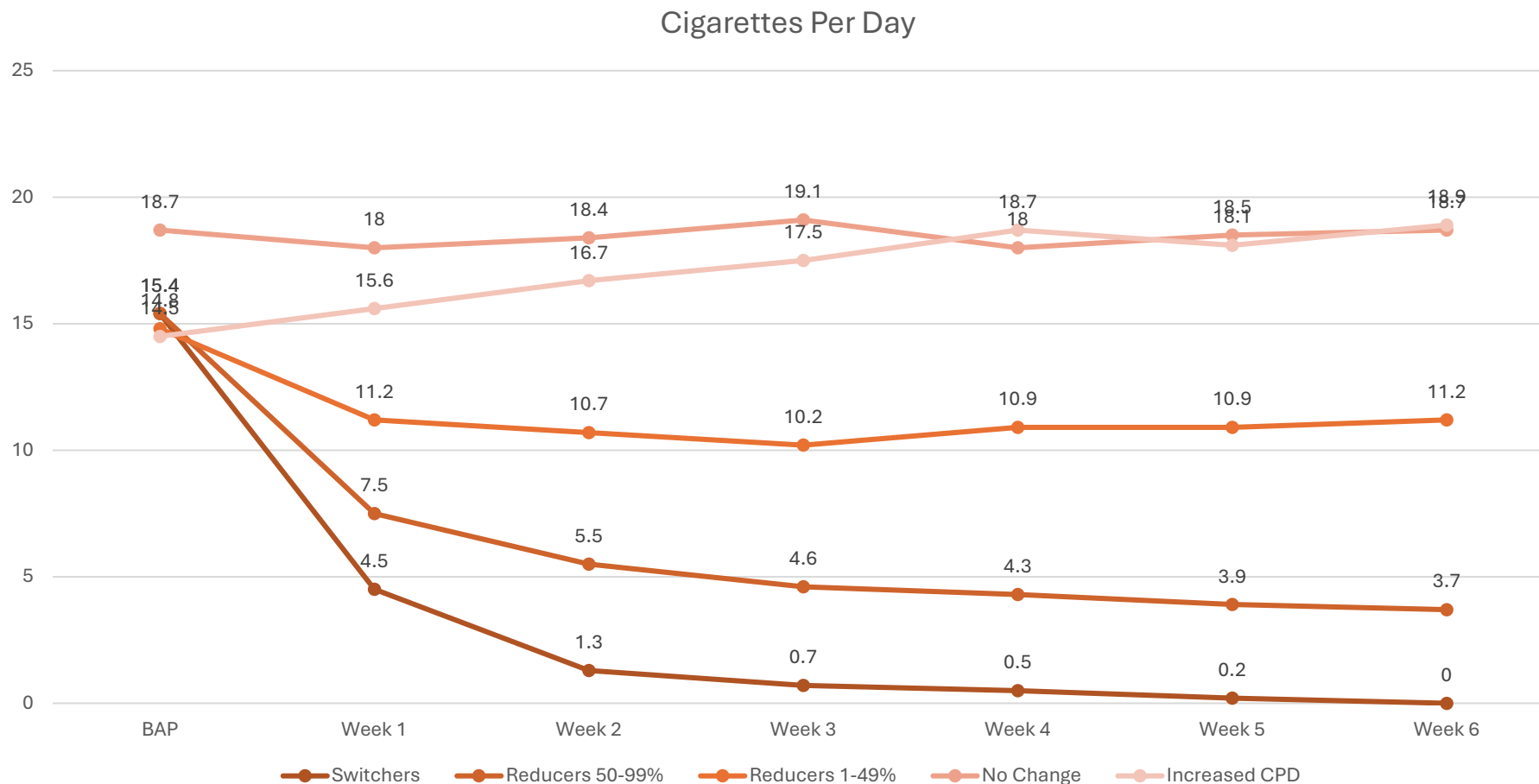
50% of participants switched or substantially reduced their cigarettes per day (CPD) by week 6

By Week 6:

16% of participants transitioned to **exclusive use** of PULZE & iD

A further **34%** of participants reduced their cigarettes per day by **>50%**

96% of participants accepted use of PULZE & iD, consuming **>100 iD sticks** over observation phase



IMPERIAL BRANDS

SCIENCE

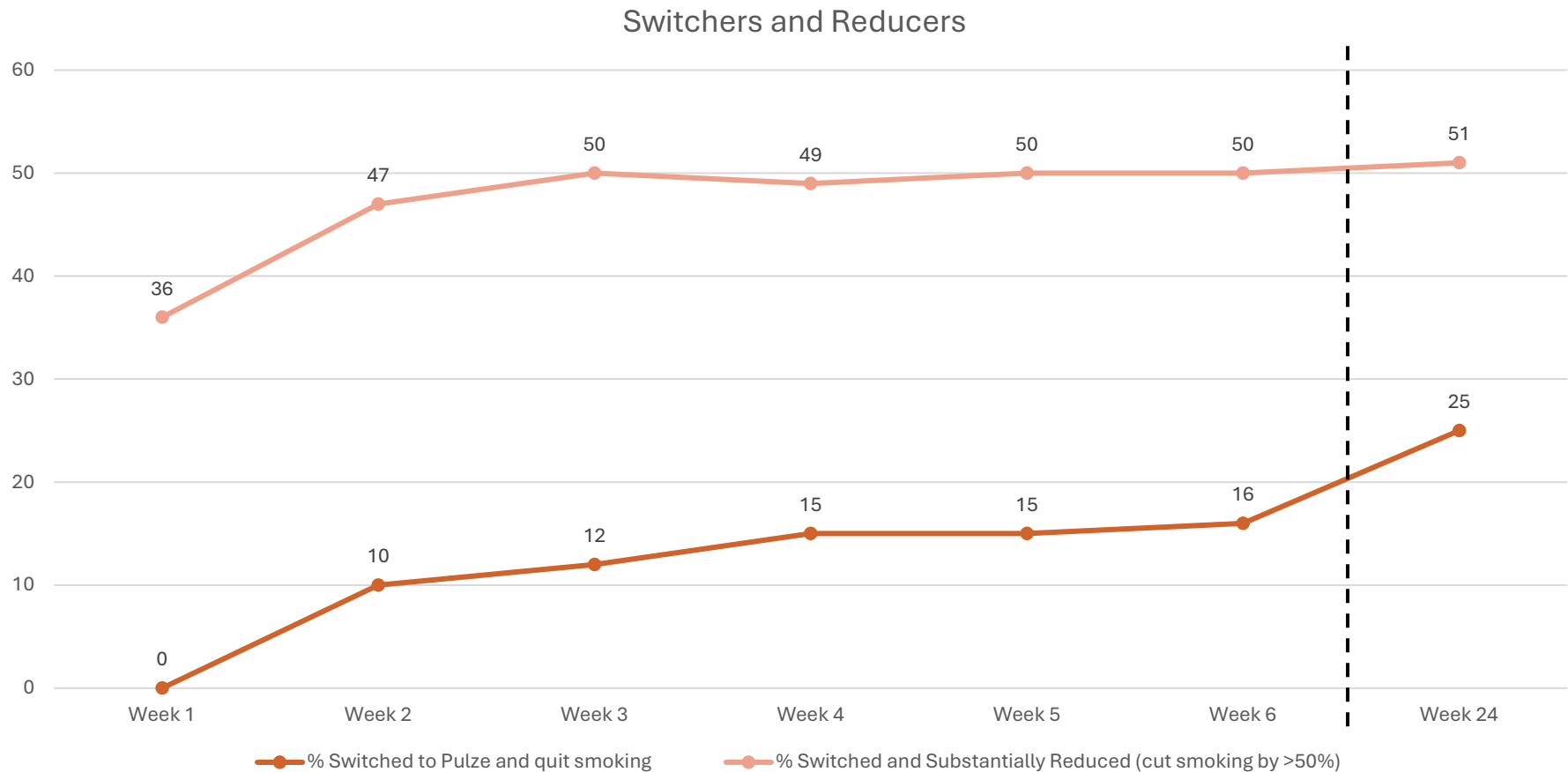
PULZE

More participants switched once provision of free product ended

25% of participants exclusively using PULZE & iD at week-24

Proportion that either switched or substantially reduced increased to 51% after provision of free products ended

Participants perceived use of PULZE & iD as significantly less harmful than smoking



IMPERIAL BRANDS

SCIENCE

PULZE

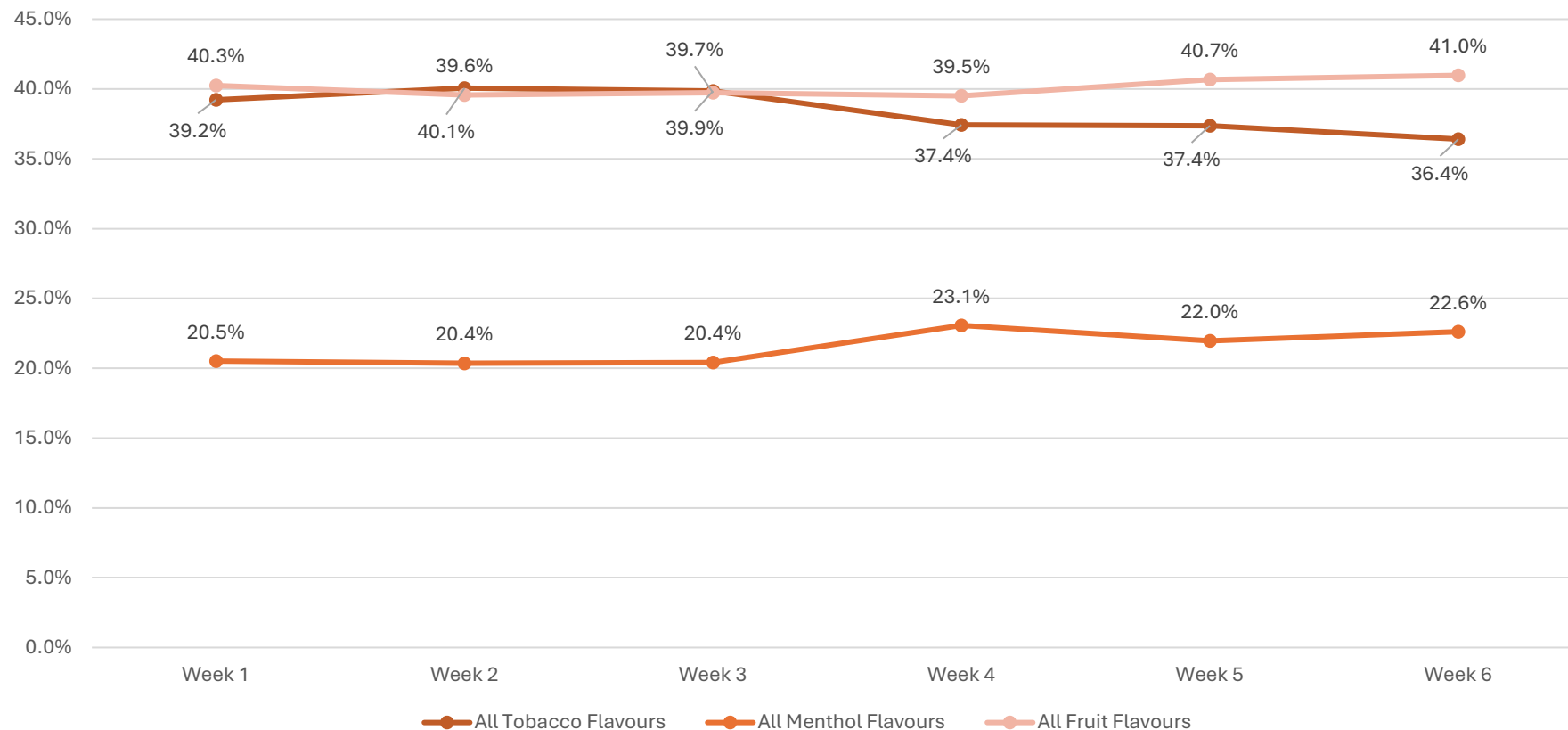
Non-Tobacco Flavours support the transition process

Tobacco and Fruit Flavours were more popular in all weeks of the observation phase

Menthol and Fruit Flavours increased in popularity over the observation phase

This suggests that **access to non-tobacco flavours** helped smokers to switch to PULZE & iD over time

% of total sticks consumed in each week of the observation phase by flavour category



IMPERIAL
BRANDS

SCIENCE

PULZE

Participants rated PULZE & iD highly on many subjective effects

Participants rated PULZE & iD highly on **satisfaction**, providing **relief** from cravings and **ease of use**

Participants consistently perceived use of PULZE & iD as less harmful than smoking conventional cigarettes

Motivation to stop smoking **increased** over the observation phase



IMPERIAL
BRANDS

SCIENCE

PULZE



Conclusion

Results demonstrate significant potential for PULZE & iD Heated Tobacco System to support adult smokers to completely stop or substantially reduce smoking, as evidenced by **51%** of participants **switching to exclusive use of PULZE & iD or substantially reducing their cigarettes per day**. These changes occurred without participants being directed to stop smoking or to continue to use PULZE & iD

Imperial Brands Science

<https://imperialbrandsscience.com/>



[IMB Acknowledgements](#)

Thomas Nahde
Matthew Stevenson
Layla Malt
Group Science & Regulatory
Affairs

[CSUR](#)

Neil McKeganey
Gabriel Barnard
Venus Marza

[RBRC](#)

Christopher Russell



IMPERIAL
BRANDS

SCIENCE

PULZE