

BLU VAPES SWITCH ADULT SMOKERS AWAY FROM CIGARETTES.



IMPERIAL BRANDS

SCIENCE

NEW
BEHAVIOURAL
STUDIES

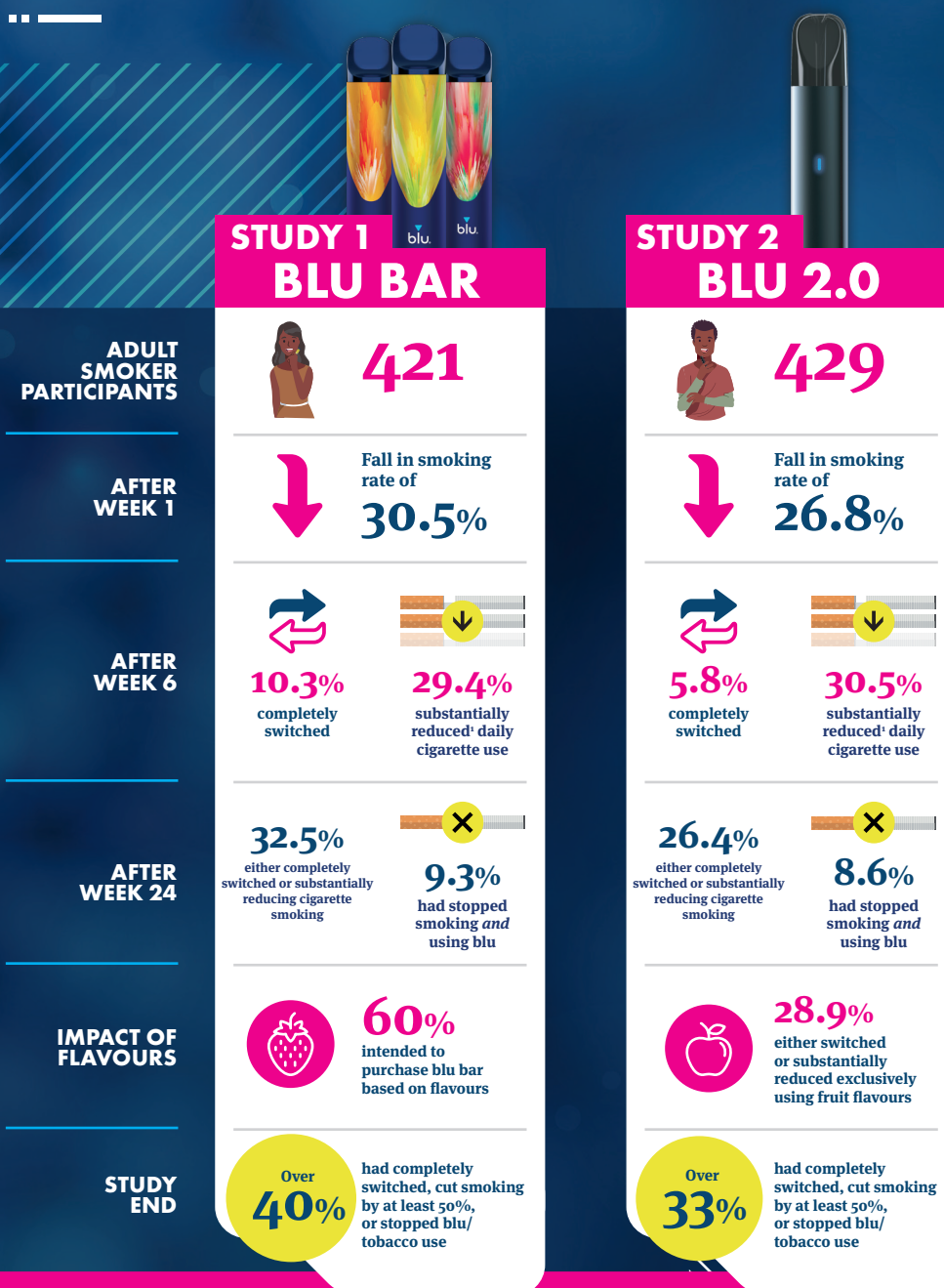


Consumer preferences, next generation products (NGP), and the debate around tobacco harm reduction (THR) continue to evolve at pace – and Imperial Brands is committed to ensuring the accompanying scientific research does too.

Two in-market, close-to-real-world behavioural studies demonstrate how our blu vapes are used by individuals who smoke to reduce – or even replace – cigarette usage in their daily lives.

The results were as follows:

.. —



HEADLINE FINDINGS

After just one week of both studies, **significant numbers of participants had shifted from smoking cigarettes to vaping blu** – with an average fall in smoking rates² of almost 29%.

Vaping blu led to a **sharp drop in how many cigarettes were smoked per day** (an average of almost 30% across both studies).

Authentic fruit and mint **flavours were a crucial part of switching journeys**, helping participants transition from smoking cigarettes to vaping blu. **Flavours also encouraged them to continue vaping and not return to cigarettes.**

Longer term follow-up at six months revealed between a third and 40% had either **significantly reduced smoking – or even stopped smoking and using blu completely.**



[1] For the purposes of this research, 'substantially reduced' is defined as a >50% reduction in cigarettes smoked per day.
[2] In week 1 of the studies, the combined number of cigarettes smoked fell from a mean of 83.4 to 59.5 per participant.

CONCLUSION

Our latest consumer-centric scientific research demonstrates blu's exciting potential to help adults who smoke to either substantially reduce, or even completely stop, using cigarettes.

While blu is not a licensed smoking cessation product and is not marketed as such, the study results show how satisfying, responsibly manufactured and marketed NGP like blu can potentially make a meaningful positive contribution to public health through THR.

