

## **Good Conversion Practices for PMI's Smoke-free Products**

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.

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.