

Don't be fooled by advertisements claiming "90% reduction of toxic substances"!



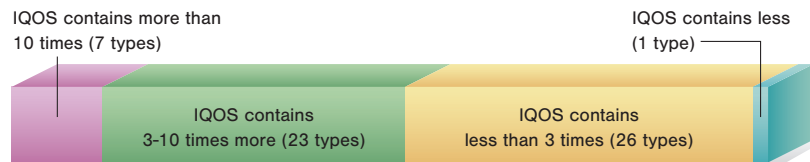
# The Truth About New Types of Cigarettes(Heated Cigarettes)

The advertisement by companies selling heated cigarettes, "90% reduction of toxic components," is based on a study of only 9 of the more than 200 toxic substances in cigarettes.

The FDA (U.S. Food and Drug Administration) has released a study showing that heated cigarettes contain 56 of the 57 toxic substances (most of which are carcinogens) more than paper cigarettes.

Unknown chemicals and carcinogens have also been detected in heated cigarettes.

## ■ The amounts of 57 toxic substances not reported by companies selling heated cigarettes



## No smoke emission doesn't mean no passive smoking occurs!!

It is true that heated cigarettes do not emit smoke, so the risk of passive smoking due to secondhand smoke is infinitely low.

However, passive smoking also occurs from the exhalation smoke exhaled by the smoker. The smoke (aerosol) exhaled from a person who smokes a heated cigarette is released into the air and drifting around him or her in large quantities. The aerosol contains toxic components of heated cigarettes and is harmful to the health of people in the surrounding area.

Studies have shown a high prevalence of allergy in infants born to pregnant Japanese women who use heated cigarettes.\*

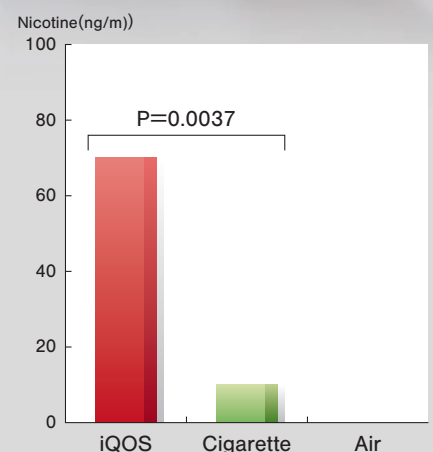
\*Masayoshi Zaito et al;2022

## New Types of Cigarettes Cannot Be a Step Toward Quitting Smoking!!

Heated cigarettes have been reported to increase nicotine blood levels more than paper cigarettes. This can increase nicotine dependence and make it more difficult to quit smoking.

In addition, data also shows that switching to heated cigarettes can increase the frequency of smoking. What may be intended as a step toward quitting smoking may instead make it more difficult to quit.

## ■ Nicotine blood level after exposure to smoke (In rats)



Reference: <https://www.tokyo.med.or.jp/wp-content/uploads/application/pdf/nosmokingQandA.pdf> (Tokyo Medical Association)