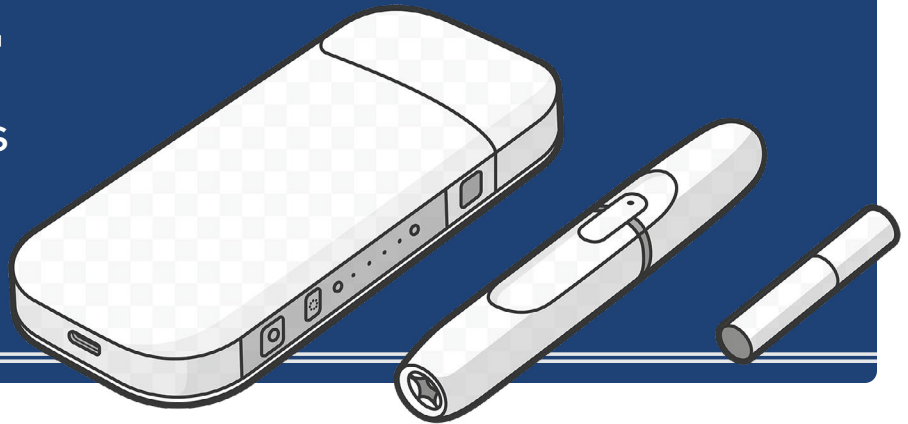


Full of Hot Air

Heated tobacco products are addictive and a public health risk



Heated tobacco products

Heated tobacco products (HTPs) use a heating element to heat tobacco instead of burning it like a cigarette. Heating the tobacco creates an inhalable aerosol containing nicotine and other chemicals. HTPs are sometimes also referred to as heat-not-burn products.¹

- HTPs typically include a holder, a charger, and either sticks, pods, or plugs that contain tobacco. The sticks, pods, or plugs are placed into the holder where they are heated. The tobacco sticks look like small cigarettes and are sold in packs similar to cigarettes.²
- HTPs that have been authorized for marketing by the FDA are categorized as noncombustible cigarettes and are regulated under the same federal requirements as cigarettes.³
- HTPs are addictive, don't help people quit smoking, and are marketed as a trendy new product that can be enticing to new users.⁴

Health impact of HTPs

Heated tobacco products are not less harmful than combustible cigarettes. The inhaled aerosol from these products exposes users to nicotine and similar harmful chemicals as cigarettes.⁵

- HTPs expose users to the same amount of nicotine as cigarettes, meaning they have the same potential for addiction.⁶ Nicotine is especially addictive and harmful to young people, impacting their brain health and development.⁷
- HTPs may expose users to reduced levels of some harmful chemicals, but there is no evidence that this reduces the risk of health issues or tobacco-related diseases.^{8, 9, 10}
- A number of harmful chemicals are found in higher levels in HTPs than cigarette smoke. Research also has found different chemicals in HTP products compared to cigarettes.^{11, 12} The additional chemicals present have unclear health implications and may not equate to an overall reduced exposure to harmful chemicals.¹³
- Secondhand smoke from HTPs contains chemicals that are found in cigarettes, exposing both the user and those around them to health risks.¹⁴
- Long-term health effects of HTPs are unknown since they are newer products; however, any exposure to tobacco and addictive nicotine poses health risks and contributes to high health care costs and lost productivity in Wisconsin.¹⁵

HTPs are not harm reduction products

The tobacco industry has a long history of marketing new products, including HTPs, to be less harmful than cigarettes or as a tool to quit smoking cigarettes. However, research on HTPs does not support these claims. HTPs pose the same public health risks as cigarettes.¹⁶

- HTPs are marketed as a harm reduction product for individuals who switch completely from cigarettes to HTPs. However, very few people who use HTPs quit smoking cigarettes. Instead, research shows widespread dual use of HTPs and cigarettes, with studies showing dual use rates ranging from over two-thirds to 96%.^{17,18}
- Dual users of cigarettes and HTPs are less likely to quit smoking. HTPs reinforce nicotine dependence instead of helping people fully transition away from cigarettes.^{19,20}
- Ultimately, HTPs are not designed to help people quit smoking and are not an FDA approved method to quit smoking.²¹

HTP marketing

Not only have HTPs been marketed as harm reduction products, but they also are advertised in ways that are attractive to young people.

- HTPs are often marketed as high tech, fashionable, sophisticated, trendy, and as a lifestyle product. Worldwide, they're often advertised in modern stores, at social events and parties, through fashion events, and on social media. These marketing strategies may appeal to young people.^{22,23}
- Consumers, including youth, may not understand the risk that these products have due to the way they are marketed.²⁴ Research has shown that the product design, packaging, and branding lower the perception of harm of HTPs.²⁵



Heated tobacco products are a public health concern like cigarettes and other tobacco products. They're addictive, harmful, and they are not any safer than other products. To prevent use and promote treatment, HTPs should be regulated like cigarettes, including taxing them at the same levels.²⁶

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