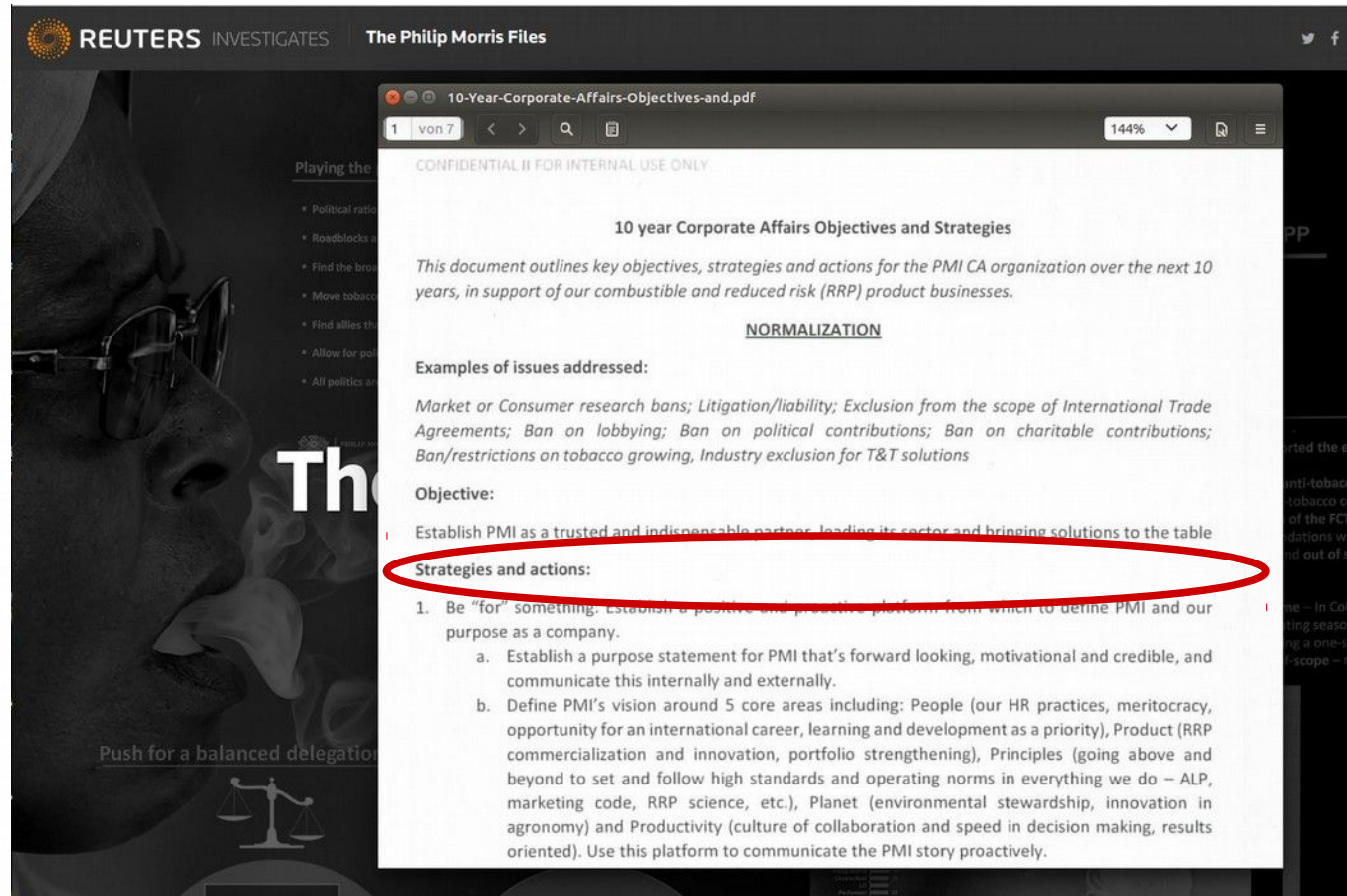
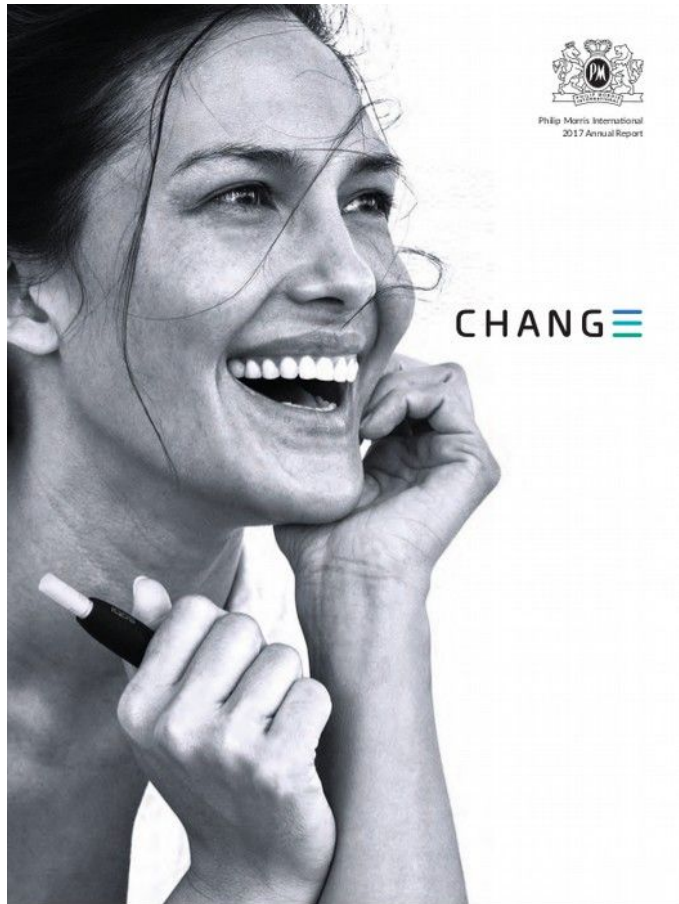


Nebelmaschine – wie Philip Morris seine Blöße bedeckt



16. Deutsche Konferenz für Tabakkontrolle



WHO-Kollaborationszentrum
für Tabakkontrolle

Bitte kreuzen Sie die für Sie zutreffenden Antworten an:	Interessenskonflikt /Ja - Nein (Wenn ja, welche)
Haben Sie in den letzten 5 Jahren Vortragshonorare von der Pharma-, Tabak- oder E-Zigarettenindustrie oder deren Lobby-Organisationen bezogen?	Nein
Haben Sie in den letzten 5 Jahren Beratungshonorare von der Pharma-, Tabak- oder E-Zigarettenindustrie oder deren Lobby-Organisationen bezogen (Advisory Boards)?	Nein
Haben Sie in den letzten 5 Jahren von der Pharma-, Tabak- oder E-Zigarettenindustrie oder deren Lobby-Organisationen finanzielle Unterstützung für Projekte bezogen?	Ja (Spende Pharma, 1000 €, 2018)
Haben Sie kommerzielle Verbindungen zu den Herstellern oder den Vertriebsorganisationen für Tabakprodukte, Nikotinersatzprodukte oder E-Inhalationsprodukte, die im Rahmen der 16. Deutschen Konferenz für Tabakkontrolle erwähnt werden (soweit vorhanden)?	Nein
Haben Sie kommerzielle Verbindungen zu Konkurrenten von Herstellern oder den Vertriebsorganisationen für Tabakprodukte, Nikotinersatzprodukte oder E-Inhalationsprodukte, die im Rahmen der 16. Deutschen Konferenz für Tabakkontrolle erwähnt werden (soweit vorhanden)?	Nein
Haben Sie sonstige Verbindungen zur Pharma-, Tabak- oder E-Zigarettenindustrie oder deren Lobby-Organisationen?	Nein
Bitte beschreiben Sie hier potentielle andere Interessenskonflikte: Keine	



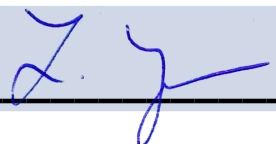
Ich deklariere hiermit, keine Interessenskonflikte im Rahmen der 16. Deutschen Konferenz für Tabakkontrolle zu haben.

NACHNAME, VORNAME (BLOCKBUCHSTABEN)

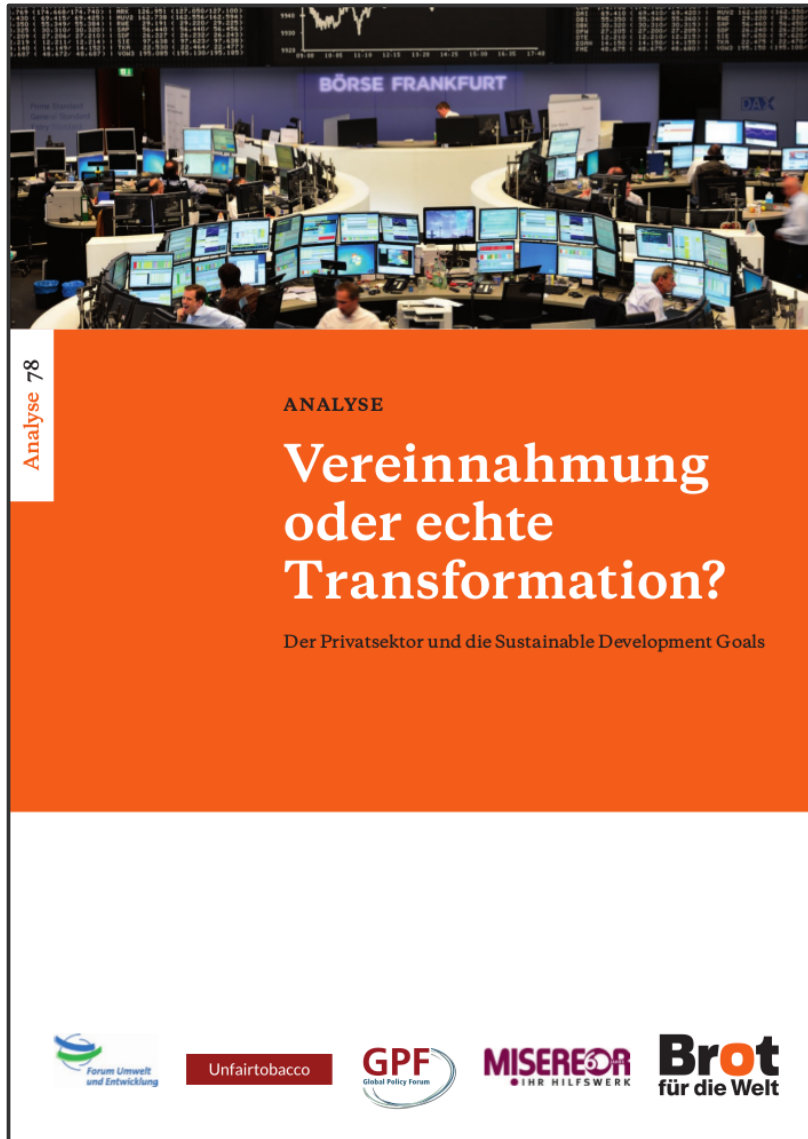
Graen, Laura _____

Datum und Unterschrift

10.12.2018



Neue Studie



Kapitel:
“Tabakindustrie: Wahrhaftiger Wandel oder Verschleierung alter Strategien mithilfe der SDGs?”

Kostenlos bestellen unter:
www.unfairtobacco.org/material

Ziele für nachhaltige Entwicklung (SDGs)



Kinderarbeit

© Foto: Marty Otanez, www.fairtradetobacco.org



Tabak: negativ für nachhaltige Entwicklung

Umweltzerstörung

© Foto: Laura Graen



Unfairtobacco

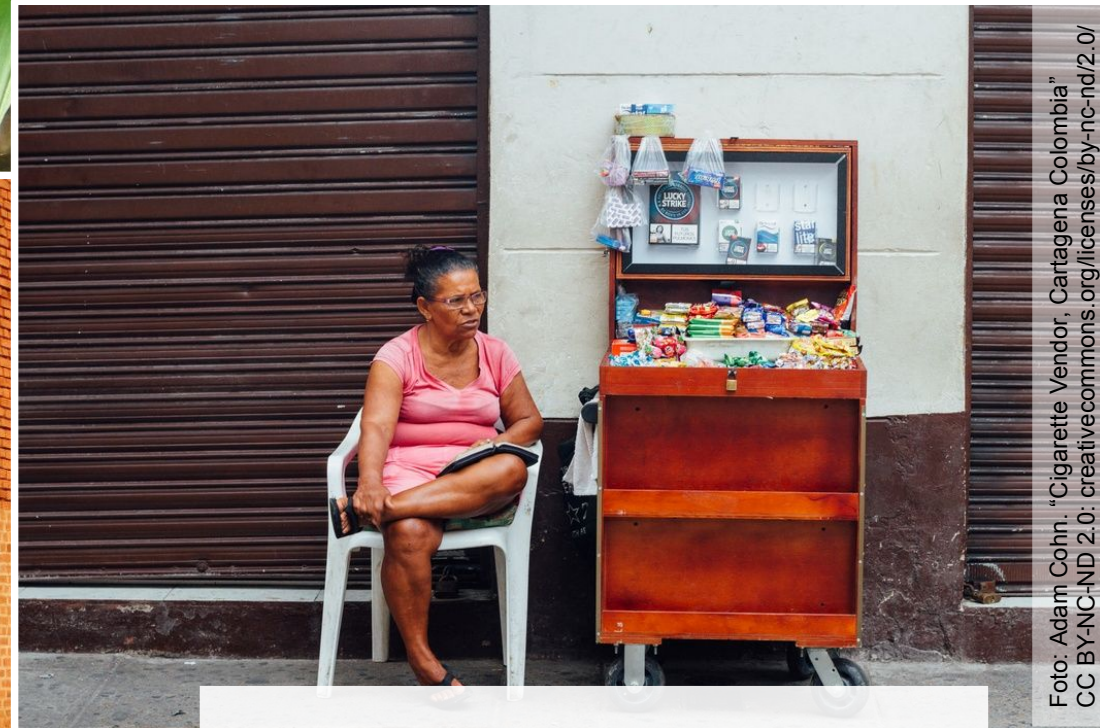


Foto: Adam Cohn. "Cigarette Vendor, Cartagena Colombia"
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Sucht verschlimmert Armut

Wir zeigen, wie die Tabakindustrie Menschen schadet und die Umwelt zerstört.

- Jährlich 7 Millionen Tote durch Tabak
- Davon 800.000 durch Passivrauchen



Deshalb Entwicklungsziel 3.a: Umsetzung der WHO-Tabakrahmenkonvention FCTC

www.ibmPMI.com. We are going a step further by gradually making the data and results from our non-clinical and clinical programs around IQOS available to the public this year, in part through a database and associated web portal called IN TERNALS (see <http://internals.italy.com>).

In 2017, we published 46 peer-reviewed papers in leading scientific journals and shared our science and smoke-free vision in over 150 presentations at 76 scientific conferences.

With regard to our research and development program, we continued to build our R&D-related intellectual property portfolio in 2017, with over 170 new patent applications filed, and we expect, once again, to have been among the top 1,000 firms at the European Patent Office. We currently have more than 2,900 R&D-related patents granted worldwide and over 4,500 such patent applications pending.

Manufacturing & Supply Chain

The accelerated expansion of our heated tobacco unit and IQOS device capacity was the major undertaking of 2017. The increase of our annualized production capacity of heated tobacco units was mainly driven by the installation of additional machinery at our Greenfield facility in Bologna, Italy, and also greater production efficiency.

To support the growth of our heated tobacco unit production capacity over the near to mid-term, we began the second phase of our facility expansion in Bologna and the partial or full conversion of our cigarette factories in Greece, Korea, Romania and Russia. Additionally, we announced plans for a new Greenfield facility in Dresden, Germany.

Last year, we qualified additional manufacturers for the IQOS device and its critical components such as the heating blade, allowing us to diversify our supply base and increase capacity. Indeed, since February of this year, we have been able to fully supply devices to our markets. Importantly, we also reduced the unit cost of devices, a key - and ongoing - component of improving their economics.

- 1) On-chain carbon
- 2) delivery on the substantial growth of R&D, we
- 3) intend fundamental focus on our research
- 4) will, organizations have been recognized
- 5) to accelerate our research and development
- 6) technology and innovation

We grouped the smoke-free products and related ecosystem into a new business unit, the Innovation, which is focused on the development of new products and services. We focused on the development of new products and services, which is focused on the development of new products and services. We focused on the development of new products and services, which is focused on the development of new products and services.

Further to enhancing organizational effectiveness, employee engagement remains a top priority - even more so as we transform into an R&D-focused company. In 2017, the Top Employer Institute recognized PMI for its excellence in professional development programs, workplace environment and opportunities for career advancement in a total of 34 countries, compared to 24 and 15 in 2016 and 2015, respectively.

We are committed to leveraging the full potential of women in the workplace, and we recognize as we have more work to do. Nevertheless, by year-end 2017, we made up over 34% of our employees at managerial level, reflecting continued steady progress towards our goal of reaching 40% by 2022. To support this goal, we aim for a 50:50 gender ratio in our recruitment pipelines. In 2017, 43% of new hires at managerial level and 47% of new hires at more junior levels were women. Women's career support and advancement are also critical for achieving this goal. In 2017, women accounted for 38% of promotions at managerial level.

Overall, our organization is fully engaged by our smoke-free vision that will benefit the hundreds of millions of men and women who smoke, our company and ultimately society at large. Finally, we continue to benefit from the tremendous experience of our Board of Directors, whose relationship with management continues to be based on transparency and candor.

The Year Ahead

Again at the backdrop of a broadly rational regulatory and end-use tax environment, the fundamentals of our business remain robust, supported by our leading brand portfolio in the combustible product category. For the first time since 2011, we entered the year with annual EPS guidance that, at exchange rates prevailing at the time it was announced, reflects favorable currency.

Our R&D portfolio continues to provide us with the single-largest opportunity to accelerate our business growth and generously reward our shareholders, and we will make further significant investments in 2018 to drive this growth potential over the coming years.

Our commitment to sustainability is a core part of our business strategy. We are accelerating, helped by our vision for a smoke-free future. While the task is enormous, our leadership is confident, and we are confident that the tobacco industry is a key player in this journey.

Our commitment to sustainability is a core part of our business strategy. We are accelerating, helped by our vision for a smoke-free future. While the task is enormous, our leadership is confident, and we are confident that the tobacco industry is a key player in this journey.

José C. Camilleri, Chairman of the Board
March 2, 2018

Our Approach to Sustainability

Our sustainability work is focused on creating long-term value while continuously improving our understanding, management, and performance of the social, economic, and environmental impacts of our operations and our wider value chain. Through our sustainability efforts, we remain committed to the UN Sustainable Development Goals (SDGs) and take decisive actions where we can have the greatest impact.



The greatest contribution PMI can make to society is to replace cigarettes with less-harmful alternatives. In 2017, smoke-free products represented approximately 5% of our combined cigarette and heated tobacco unit shipment volume. But they already accounted for approximately 13% of our net revenues, excluding excise taxes, 39% of our global commercial expenditure and 74% of our global R&D expenditure. We estimate that more than 4.7 million adult smokers around the world have already stopped smoking and made the change to IQOS, and approximately 100,000 are switching every day. Our aspiration is that, by 2025, at least 40 million people who would have otherwise continued smoking will have switched to our smoke-free products. Last September we announced our support for the establishment of the Foundation for a Smoke-Free World by contributing \$80 million per year over the next 12 years. The Foundation is an independent body that will fund research and encourage innovative measures to reduce the harm caused by smoking and help accelerate the pace at which a smoke-free world is achieved.



Through our Good Agricultural Practices program, we support over 25,000 contracted tobacco farmers by increasing productivity, implementing safe and fair labor practices, and minimizing environmental impacts. The program includes efforts to promote crop diversification to generate additional sources of income and improve food security.

We provide a professional, safe and inclusive workplace for our approximately 81,000 employees and continue to implement programs to uphold respect for labor and human rights internally and across our supply chain, including electronics manufacturing. Our Responsible Sourcing Principles set processes and performance requirements for all suppliers so as to identify, manage, and address risks in the areas of human rights, labor rights, the environment and business integrity.

Our main contribution to SDG 12 relates to the improvements in the life cycle impacts of our products. We have adapted science-based targets for greenhouse gas emissions, which we aim to reduce by 60% by 2040 using 2017 as the base, across both our own operations and value chain. In 2017, PMI made the CDPA Climate Act for the fourth year in a row and achieved CDPA list status for both Water and Supplier Engagement for the first time.

Illicit trade fuels criminal activity and corruption, making our efforts to tackle illicit tobacco trade of particular relevance for SDG 16. We continue to invest time, effort and resources in maintaining the integrity of our supply chain. Through PMI IMPACT, a global initiative supporting organizations in developing and implementing projects to fight illegal trade and related crimes, 32 projects were selected in 2017 for the first funding round of approximately \$28 million. A further 157 organizations of interest were received for the second funding round.

We continue to align our practices with all SDGs. Our Sustainability Report (available at <http://www.pmi.com/sustainability>) provides a comprehensive overview of our performance.

Note: Unless otherwise stated, all data as at end December 2017.

Erwähnung von
SDGs 2, 3, 8, 12
und 16

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+2 Million
people living or working
on farms that supply
tobacco for PMI



+350,000
farmers contracted by
PMI and our suppliers
in 28 countries



Approximately
81,000
employees worldwide



40%
female representation
in management
by 2022



At least
30%
of our total shipment volume
to come from smoke-free
products



-60%
greenhouse gas
emissions by 2040



The greatest contribution PMI can make to society is to replace cigarettes with less-harmful alternatives. In 2017, smoke-free products represented approximately 5% of our combined cigarette and heated tobacco unit shipment volume. But they already accounted for approximately 13% of our net revenues, excluding excise taxes, 39% of our global commercial expenditure and 74% of our global R&D expenditure. We estimate that more than 4.7 million adult smokers around the world have already stopped smoking and made the change to IQOS, and approximately 10,000 are switching every day. Our aspiration is that, by 2025, at least 40 million people who would have otherwise continued smoking will have switched to our smoke-free products. Last September we announced our support for the establishment of the Foundation for a Smoke-Free World by contributing \$80 million per year over the next 12 years. The Foundation is an independent body that will fund research and encourage innovative measures to reduce the harm caused by smoking and help accelerate the pace at which a smoke-free world is achieved.

“The greatest contribution PMI can make to society is to replace cigarettes with less-harmful alternatives.”

Keine Erwähnung von SDG 3.a und dem Tabakkontrollabkommen FCTC



- Our business faces significant governmental action aimed at increasing regulatory requirements with the goal of reducing or preventing the use of tobacco products.

FCTC = “Risikofaktor”

“Unser Umsatz könnte durch regulatorische Maßnahmen signifikant in Mitleidenschaft gezogen werden, daraus könnte ein signifikanter Rückgang der Nachfrage nach unseren Marken folgen...”

– PMI-Jahresbericht 2017

Englisches Original: “Our operating income could be significantly affected by regulatory initiatives resulting in a significant decrease in demand for our brands...”

Governmental actions, combined with the diminishing social acceptance of smoking and private actions to restrict smoking, have resulted in reduced industry volume in many of our markets, and we expect that such factors will continue to reduce consumption levels and will increase down-trading and the risk of counterfeiting, contraband, “illicit whites” and legal cross-border purchases. Significant regulatory developments will take place over the next few years in most of our markets, driven principally by the World Health Organization’s Framework Convention on Tobacco Control (“FCTC”). The FCTC is the first international public health treaty on tobacco, and its objective is to establish a global agenda for tobacco regulation. The FCTC has led to increased efforts by tobacco control advocates and public health organizations to promote increasingly restrictive regulatory measures on the marketing and sale of tobacco products to adult smokers. Regulatory initiatives that have been proposed, introduced or enacted include:

- restrictions on or licensing of outlets permitted to sell cigarettes;
- the levying of substantial and increasing tax and duty charges;
- restrictions or bans on advertising, marketing and sponsorship;
- display of larger health warnings, graphic health warnings and other labeling requirements;
- restrictions on packaging design, including the use of colors, and plain packaging;
- restrictions on packaging and cigarette formats and dimensions;
- restrictions or bans on the display of tobacco product packaging at the point of sale and restrictions or bans on cigarette vending machines;
- requirements regarding testing, disclosure and performance standards for tar, nicotine, carbon monoxide and other smoke constituents;
- disclosure, restrictions, or bans of tobacco product ingredients;
- increased restrictions on smoking in public and work places and, in some instances, in private places and outdoors;

7

- restrictions on the sale of novel tobacco or nicotine-containing products;
- elimination of duty free sales and duty free allowances for travelers; and
- encouraging litigation against tobacco companies.

Our operating income could be significantly affected by regulatory initiatives resulting in a significant decrease in demand for our brands, in particular requirements that lead to a commoditization of tobacco products, as well as any significant increase in the cost of complying with new regulatory requirements.

The anatomy of today's CA people

Playing the political game

- Political rationale ≠ business rationale
- Roadblocks are as important as solutions
- Find the broader public interest in our issues – it's not about tobacco
- Move tobacco issues away from MoH
- Find allies that cannot be ignored
- Allow for political cover and political wins
- All politics are local



WTO Cases against Australian PP

- ♦ PMJ's Objective
- To influence Japanese Government to take a clear position opposing Australian PP at upcoming WTO opportunities

Inside the campaign to subvert the world's anti-smoking treaty

ECTC a regulatory runaway train

The Philip Morris Files

Achieving scrutiny A REUTERS INVESTIGATION

- ATOs play a key role in driving regulatory and fiscal policies and face little scrutiny.
- We need to do a better job tracking, responding and challenging ATOs when appropriate.
- Key actions underway:
 - Global project team established
 - Specialist manager to be hired at the OC
 - AU will be Asia's pilot market
- Each market can:
 - Identify all local ATOs
 - Begin tracking
 - Report unusual behavior

Push for a balanced delegation

Serie von Leaks und investigativen Artikeln seit Juli 2017:
www.reuters.com/investigates/section/pmi

- PMI supported
- However, anti-tobacco provisions of the recommendation extreme and out
- Examples:
 - Extreme – regulating
 - Out-of-scope

MARLBORO NO.1 BRAND IN THE WORLD



Tabak in den Nachhaltigkeits-Zielen ist für PMI: "... alarmierende Entwicklung."

Geheimes PMI-Dokument (2015): Report on the 16th World Conference on Tobacco or Health

2015-World-Conference-on-Tobacco-or-Health.pdf

2 von 3

92,98%

United Nations Sustainable Development Goals

In preparation for the UN meeting on post millennium sustainable development goals to take place on March 23-27 in New York, USA, the conference called for introduction of additional FCTC control measures. While on the surface it may seem a legitimate mechanism for member-states to ensure compliance with broad FCTC mechanisms as most UN countries have ratified FCTC, our intelligence suggests that it could lead to the creation of another international body at the UN that would deal specifically with tobacco issues, and not non-communicable diseases in general.

Upon instructions by PMI CA functions, we have alerted all EEMA markets on this potentially alarming development. Despite short notice, many markets have briefed their MFA and/or UN reps and alerted them to potentially bigger contributions out of national budgets (a more complete brief on the actions and learnings will be shared with the Central Task force in charge of FCTC).

Anti-tobacco Trade Litigation Fund

Bloomberg Philanthropies (Michael Bloomberg attended the Conference) and the Bill & Melinda Gates Foundation announced that they were jointly launching a USD 4 million anti-tobacco Trade Litigation Fund "to aid low- and middle-income countries in fighting tobacco industry litigation."

Bloomberg Awards

The Conference was also used as a venue for Bloomberg Philanthropies and WHO to recognize countries and organizations that have achieved significant progress in fighting tobacco epidemic. Out of six awards, two went to EEMA markets:

- The Confederation of Consumer Rights (KONFOP) in Russia, for "work in enforcing bans on tobacco advertising and sponsorship"; and
- Regional Advocacy Life Center in Ukraine, for work in protecting the public from the dangers of tobacco through smoke-free laws.

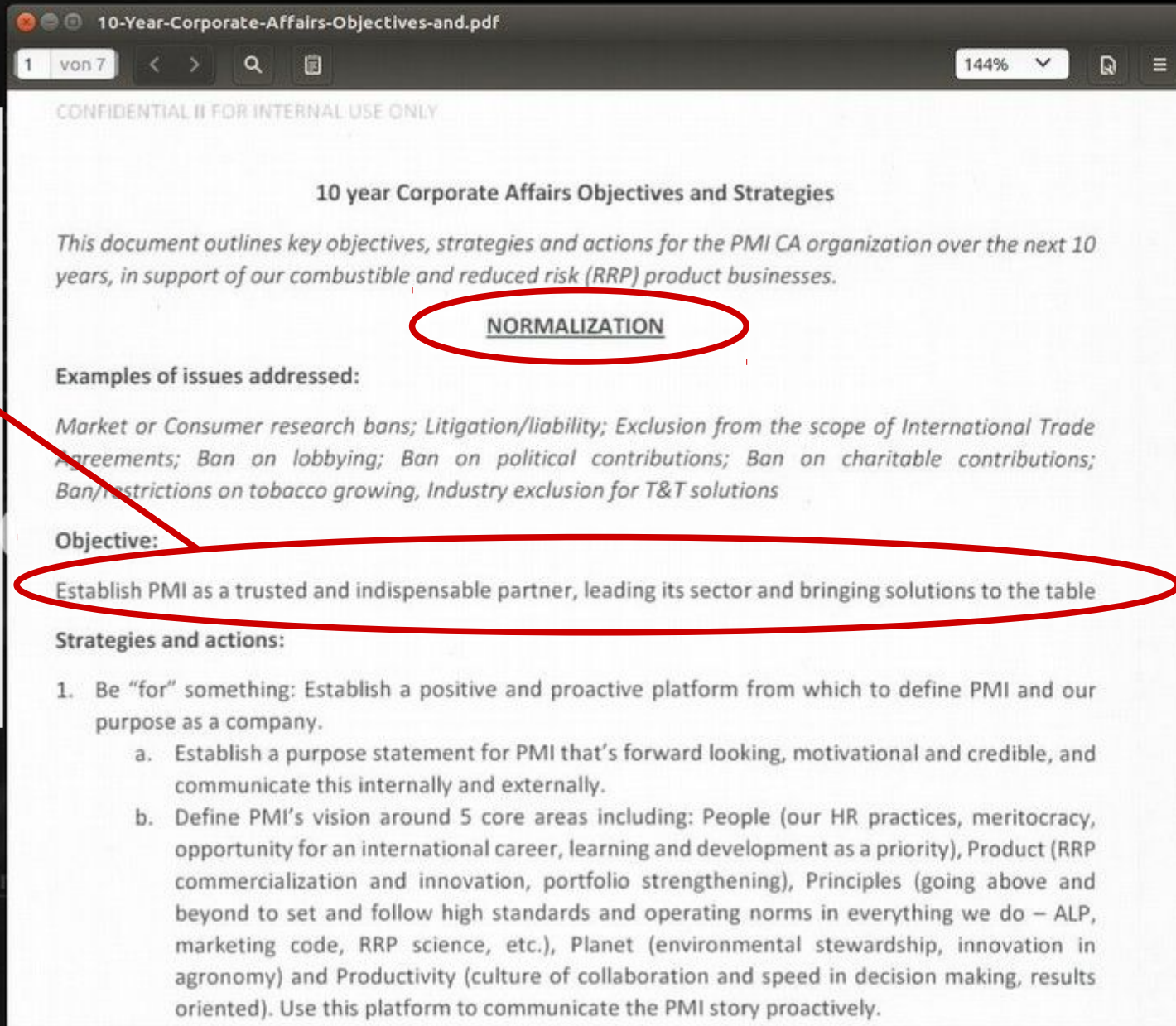
Declarations adopted at the Conference:

- Substantial and regular increases in tobacco excise tax;
- Safeguard farmers from being exploited by big tobacco;
- Reduce tobacco use by 30% by 2025;
- Support countries that implemented or are considering Plain Packaging or GHW over 85%
- All new and existing tobacco products be regulated under tobacco control policy



“PMI als einen vertrauenswürdigen und unverzichtbaren Partner etablieren, der den Sektor anführt und Lösungen an den Tisch bringt”

Geheimes PMI-Dokument (2014): 10 year Corporate Affairs Objectives and Strategies



2014-Corporate-Affairs-Approach-and-Issues.pdf

20 von 122

100,91%

Playing the political game

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 PHILIP MORRIS INTERNATIONAL

PMI-interne Präsentation
(2014): Corporate affairs
approach and issues



Continued efforts to support normalization



Best in class employer and processes



ALP and charitable contributions



RRPs



PHILIP MORRIS INTERNATIONAL

PMI-interne Präsentation
(2014): Corporate affairs
approach and issues



Satellitensymposien

Versuch, Zugang
zu Mediziner*innen
zu bekommen

„PHILIP MORRIS
GmbH: Tobacco Harm
Reduction: Chance für
die Prävention
nichtübertragbarer
Krankheiten?“

06. Juni 14:00 - 15:30

R 3

PHILIP MORRIS GmbH | Tobacco
Harm Reduction: Chance für die
Prävention nichtübertragbarer
Krankheiten?

06. Juni 16:30 - 18:00

R 3

Hocoma AG | Wie wird
Intensivtherapie effektiv und bezahlbar?

07. Juni 09:00 - 10:30

R 13

AstraZeneca GmbH |
Arzneimittelversorgung in der
Onkologie – wie kann der Zugang für
Patienten sichergestellt werden?

07. Juni 11:30 - 13:00

R 3

Fraunhofer-Institut für
Arbeitswirtschaft und Organisation
(IAO) | Innovative Netzwerke für
Dienstleistungen und Gesundheit in
Regionen

07. Juni 14:30 - 16:00

R 3

07. Juni 14:30 - 16:00

R 13

Date: 19.10.2018

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Erfahrungen eines Praxisteam's mit dem Tabakerhitzer

In der Zahnarztpraxis von Dr. Ingo Schröder in Köln haben bis Sommer 2017 alle MitarbeiterInnen und der Chef geraucht. Da sich das bekanntlich weder auf die Allgemein- noch auf die Mundgesundheit positiv auswirkt, haben alle gemeinsam auf die Alternative «Heaten mit IQOS» umgestellt. Wie sich die Mundgesundheit und das Wohlbefinden verändert haben, darüber hat Dr. Schröder mit uns gesprochen.

Dr. Ingo Schröder kann nach mehr als einem Jahr ein positives Fazit ziehen. Im letztjährigen Sommer hat er sich selbst und seinen MitarbeiterInnen den Tabakerhitzer IQOS geschenkt. Er war in den Forschungszentren vom Hersteller Philip Morris und hat sich ausführlich mit den wissenschaftlichen Grundlagen und Arbeiten beschäftigt. Viele Herstellerstudien untersuchen die Allgemeingesundheit, aber inzwischen in Zellkulturen auch den Einfluss auf die

Mundgesundheit bzw. klinisch auch das Parodontitisrisiko.

Weniger Schadstoffe – das überzeugt

Weder er noch seine MitarbeiterInnen hatten den Wunsch vollends mit dem Rauchen aufzuhören. Aber das Wissen, dass es auch schadstoffärmer geht, hat alle überzeugt, den Versuch zu starten. Im Schnitt 90-95% weniger Schadstoffe, das war überzeugend. Das Heaten gilt nicht nur als weniger schädlich, sondern auch geruchsärmer. Und somit ist das Rauchen für die Patienten in der Praxis nicht mehr zu riechen. Seit nunmehr 14 Monaten haben es alle Beteiligten durchgezogen und keine Zigaretten mehr geraucht. Das stylische Design des IQOS hat sicherlich auch dazu beigetragen, den Versuch nicht abbrechen.

Reaktionen im Mundraum

Als erfahrener Zahnarzt hat Dr. Schröder selbstverständlich die Reaktionen im Mundraum und in Bezug auf das Allgemeinbefinden analysiert. Nach über einem Jahr haben er und sein Team die folgenden Effekte erkannt:

- gesünderes Zahnfleisch

- weniger anfallig
- hellere Zähne
- weniger Farbbeläge
- besseres Wohlbefinden
- besseres Geschmacksempfinden
- PA-Keime reduziert.

Dies sind alles eigene Erfahrungswerte, die noch wissenschaftlich nachgewiesen werden müssen.

Als Erfolg kann auf jeden Fall festgehalten werden, dass im Laufe des Tages weniger «geheftet» wird, als zuvor geraucht. Die Konsummenge wurde bei allen reduziert. Das mag auch daran liegen, dass die Vorbereitungszeit des Heaten länger dauert, als die Entnahme einer Zigarette aus der Packung. Der positive Nebeneffekt: das Heaten wird bewusster wahrgenommen. Ein negativer Nebeneffekt kann Dr. Schröder jedoch auch bestätigen: Die Gewichtszunahme nach einem Jahr beträgt ein paar Kilo. Alles in allem wertet Dr. Schröder den Selbstversuch aber als sehr positive und empfehlenswerte Erfahrung.

Dr. Ingo Schröder und sein Team haben positive Erfahrungen mit dem Tabakerhitzer gemacht.

Deutsch und Französisch

Date: 31.10.2018

LMDS
LE MONDE DENTAIRE SUISSE

Le monde dentaire Suisse
4002 Basel
058 958 96 96
www.lmds.ch

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Expériences de l'équipe d'un cabinet dentaire avec un dispositif de chauffage du tabac

Dans le cabinet dentaire du Dr Ingo Schröder, Cologne, tous les employés et le chef lui-même ont fumé jusqu'à l'été 2017. Comme il est notoire que le tabagisme n'a de répercussions positives ni sur la santé en général ni sur la santé bucco-dentaire, tous sont passés ensemble à l'alternative du tabac chauffé avec le dispositif IQOS. Le Dr Schröder nous a raconté quelles ont été les répercussions de cette initiative sur la santé bucco-dentaire et le bien-être.

au risque de parodontite. Ni lui ni ses collaborateurs n'avaient le désir d'arrêter totalement de fumer. Mais le fait de savoir qu'il existe une alternative moins nocive les a tous convaincus de faire un essai. En moyenne 90 à 95% de substances nocives en moins, voilà un argument convaincant. Le chauffage du tabac n'est non seulement considéré comme moins nocif, mais il génère aussi moins d'odeurs. Ainsi, les patients du cabinet ne sentent plus la fumée. Après 14 mois, tout le monde poursuit l'expérience et personne n'a fumé de cigarettes. Le design élégant de l'IQOS y a certainement aussi contribué. En tant que dentiste expérimenté, le Dr Schröder a naturellement analysé les réactions dans la cavité buccale et les répercussions sur le bien-être général. Après plus d'un an, lui et son équipe ont reconnu les effets suivants:

- gencives plus saines;
- sensibilité réduite;
- dents plus blanches;
- moins de taches sur les dents;
- bien-être globalement accru;
- plus de goût;
- moins de germes impliqués dans la parodontite.

Tous ces constats se fondent sur des expériences personnelles et doivent encore être prouvés scientifiquement, car les études menées jusqu'à présent ont principalement porté sur la santé générale.

Quoi qu'il en soit, le fait que tous consomment moins de sticks de tabac chauffé au cours de la journée qu'ils ne fumaient auparavant de cigarettes classiques peut d'ores et déjà être considéré comme un succès. Cette consommation moindre pourrait également s'expliquer par le fait qu'il faut plus de temps de préparation pour chauffer le tabac avec le dispositif IQOS qu'il n'en faut pour sortir une cigarette du paquet. L'effet secondaire positif est que la consommation de tabac chauffé est perçue plus consciemment. Le Dr Schröder peut toutefois aussi confirmer un effet indésirable: la prise de poids après un an est comprise entre 6 et 8 kg.

Le Dr Ingo Schröder et son équipe ont fait des expériences positives avec le dispositif de chauffage du tabac

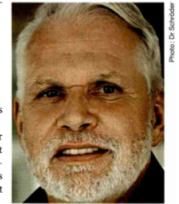


Photo: Dr. Schröder

“Im letztjährigen Sommer hat [Dr. Ingo Schröder] sich selbst und seinen MitarbeiterInnen den Tabakerhitzer IQOS geschenkt. Er war in den Forschungszentren vom Hersteller Philip Morris...”

Unfairtobacco

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Approximately
81,000
employees worldwide



40%
female representation
in management
by 2022



At least
30%
of our total shipment volume
to come from smoke-free
products by 2025

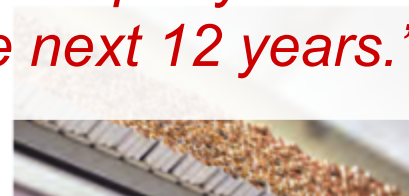


-60%
greenhouse gas
emissions by 2040



The greatest contribution PMI can make to society is to replace cigarettes with less-harmful alternatives. In 2017, smoke-free products represented approximately 5% of our combined cigarette and heated tobacco unit shipment volume. But they already accounted for approximately 13% of our net revenues, excluding excise taxes, 39% of our global commercial expenditure and 74% of our global R&D expenditure. We estimate that more than 4.7 million adult smokers around the world have already stopped smoking and made the change to IQOS, and approximately 10,000 are switching every day. Our aspiration is that, by 2025, at least 40 million people who would have otherwise continued smoking will have switched to our smoke-free products. Last September we announced our support for the establishment of the Foundation for a Smoke-Free World by contributing \$80 million per year over the next 12 years. The Foundation is an independent body that will fund research and encourage innovative measures to reduce the harm caused by smoking and help accelerate the pace at which a smoke-free world is achieved.

“Last September we announced our support for the establishment of the Foundation for a Smoke-Free World by contributing \$80 million per year over the next 12 years.”





ADVANCING GLOBAL PROGRESS IN SMOKING CESSATION & HARM
REDUCTION

AMERICAN CANCER SOCIETY UPDATE

The American Cancer Society
releases their public health
statement on eliminating
combustible tobacco use in the

GLOBAL SURVEY RESULTS

The Foundation has announced
results from a **Global Survey** of
more than **17,000 smokers in 13**
countries, and made findings
available for public review

HELPING FARMERS

Working collaboratively to
achieve a beneficial agricultural
transformation in developing
countries as tobacco demand
falls

PMI-finanzierte
“Foundation for a
Smoke-Free
World”

80 Mio. US-
Dollar jährlich



STATEMENT ON THE BLOOMBERG STOP INITIATIVE

March 7, 2018

“The Foundation for a Smoke-Free World joins other smoking control organizations in condemning the activities of Philip Morris International (PMI) and other big tobacco companies around the world to fight efforts to implement tobacco control measures and phase out combustible cigarettes.”

„We applaud the effort to monitor for public deception and “junk science” designed to cover up or mislead the public about the dangers of smoking or alternative products...”

SERIE ZUKUNFT OHNE RAUCH FÜR PHILIP MORRIS



SPONSORED CONTENT

Die Schweiz beginnt bei der Tabakprävention umzudenken

Die Thematik um Alternativen zu Zigaretten erreicht nach der Wissenschaft nun die Politik. Der Bundesrat schickt den Vorentwurf des neuen Tabakproduktegesetzes in die Vernehmlassung. Nebst «quit or die» wird «quit or switch» zur valablen Option.

20.12.2017

SPONSORED CONTENT

Zweifeln mit Offenheit begegnen

An schadstoffreduzierten Alternativen zu Zigaretten für Raucher in aller Welt wird in der Schweiz geforscht. Für die wissenschaftliche Bewertung gelten strenge methodologische Auflagen, wie sie auch die



Sieben gesponsorte Artikel
in der Neuen Zürcher
Zeitung (NZZ), Schweiz

Titel zum Beispiel:

- *“Die Zukunft ohne Rauch beginnt in der Schweiz”*
- *“Weniger schädlich als Zigaretten?”*
- *“Wir sind uns bewusst, dass unsere Transformation auf Skepsis stösst”*

Nov. & Dez. 2017

SPONSORED CONTENT ⓘ

Die Zukunft ohne Rauch beginnt in der Schweiz

Einer der weltweit grössten Tabakkonzerne will sich selbst transformieren. «Designing a Smoke-Free Future» lautet seine Vision, für die in Neuenburg Alternativen zu Zigaretten erforscht und entwickelt werden. Um was geht es?

erstellt im Auftrag von [Philip Morris Schweiz](#)



Philip Morris hat in der Schweiz Standorte in Neuenburg und Lausanne. (Bild: PD)

Dieser Artikel wurde von [NZZ Content Solutions](#) im Auftrag von [Philip Morris Schweiz](#) erstellt. PMI trägt die redaktionelle Verantwortung für diesen Inhalt. [Hier](#) geht es zu den NZZ-Richtlinien für Branded Content. Feedback bitte per [Mail](#).

Wer vom Rohstoff Tabak spricht, schweift gedanklich sofort nach Kuba, Brasilien, die USA oder China. Was viele nicht ahnen: Tabakpflanzen

NZZ, 31. Mai 2018

KOMMENTAR

Warum der Chef von Philip Morris am liebsten täglich Weltnichtrauchertag hätte

Rauchen ist die häufigste vermeidbare Todesursache. Auch Tabakkonzerne können sich dieser Realität nicht mehr entziehen und suchen nach Alternativen zur Zigarette. Absurderweise besonders entschlossen kämpft der Chef von Philip Morris gegen sein eigenes Produkt.

Sylviane Chassot
31.5.2018, 06:30 Uhr

Es ist ein [flammendes Bekenntnis](#) zum heutigen Weltnichtrauchertag: «Mit mehr als 400 Weltklasse-Wissenschaftlern, Ingenieuren und Technikern haben wir uns für eine Zukunft ohne Zigaretten entschieden. Jeder Tag sollte ein Weltnichtrauchertag sein.» Das Bekenntnis stammt nicht etwa von einem Gesundheitsaktivisten, sondern vom Chef von Philip Morris International (PMI), des grössten lizenzierten

Link zur PMI-Webseite



WE'RE MOVING AWAY FROM CIGARETTES. WHAT ABOUT YOU?

We've made the decision to build our future without cigarettes.

We've invested over \$4.5 billion in creating better alternatives to smoking.
More than 400 world-class scientists, engineers and technicians are helping make it happen.

So far, 5 million adult smokers have switched away from cigarettes to our alternative products.
That's almost 10,000 men and women converting every day.

Ultimately, we want to be in a position to stop selling cigarettes altogether.
No cigarette company has done anything like this before.
But the vision is clear. And the benefits are clear too. For everyone.

To find out more, go to PMI.com.



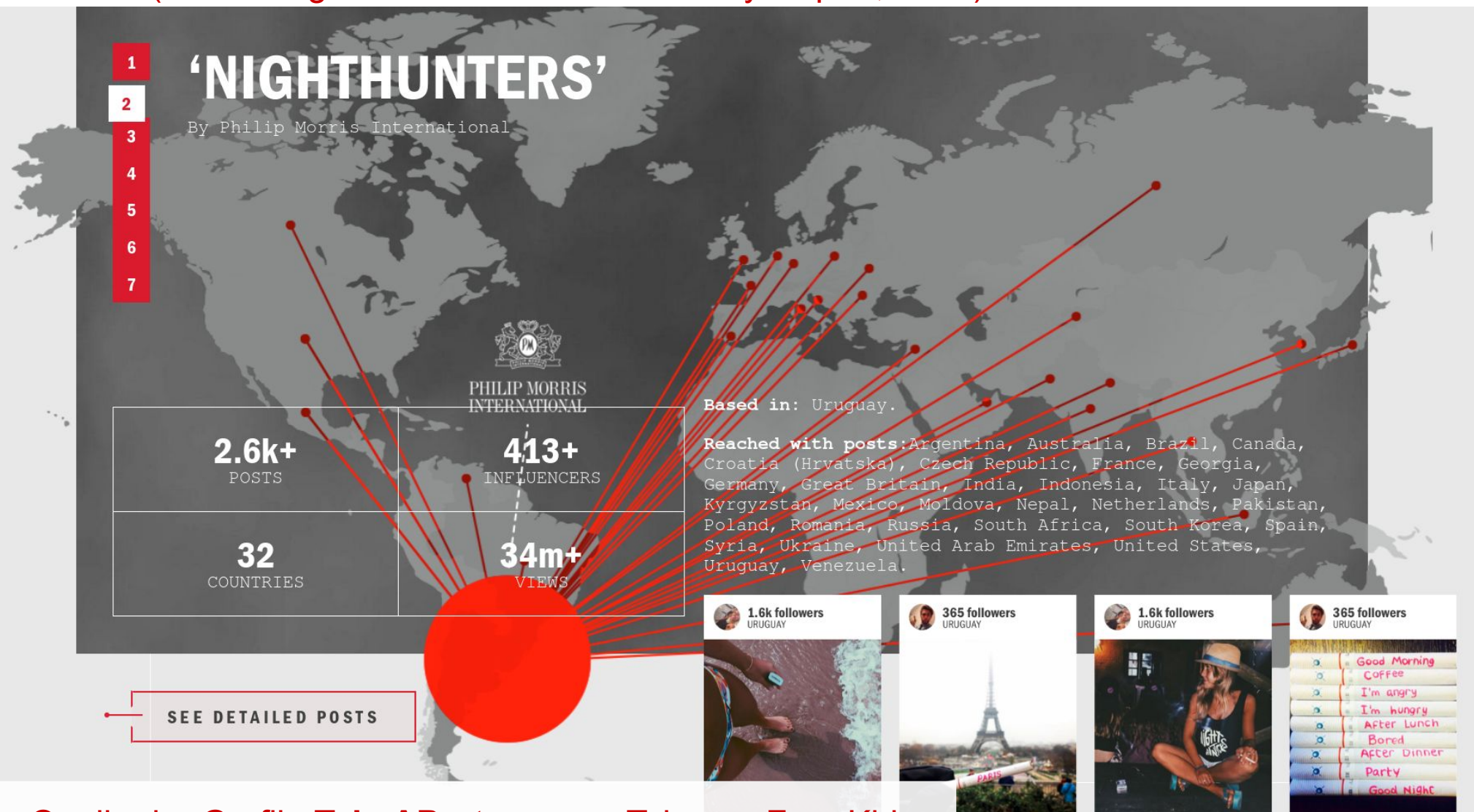
PHILIP MORRIS INTERNATIONAL

PMI-Presseerklärung,
29. Mai 2018

Gleichzeitig: Weiterhin umfangreiches Marketing für Zigaretten

Löwenanteil der Marketingausgaben

(Schätzung 70% laut PMI Sustainability Report, 2017)



Quelle der Grafik: **TakeAPart.org** von Tobacco Free Kids

Beispiel Deutschland 2018, Instagram #marlborogold



mxnbrsp • Follow
Maximilian Barbershop

mxnbrsp #raucherpause #inked #tattoo
#tattooyourface #mxnbrsp #farbwechsel
#barbershop #barber #wahl #fade
#bartbarossa #tondeo #wahl #fade #smoke
#malborogold #karlmarxstadt
#frenchbulldog #frenchy #barberdog
#niceguys #leo #bunt

torpedo_8 😊

rustyrasorblade Was für ein assi mit
tattoos im Gesicht 😊😊

wechlercora Hey Jungs....habt einen
schönen Tag 😊😊😊😊

raphinade Bin gleich da!

robbyrobzen #knasttapete 😊😊😊

lukluksn Ein geiles schönes Foto 🙌🙌🙌

kingnovus777_official Nice! 🙌 if you like
lyrical real rap ,check me out n follow 🙌❤️
100🔥



254 likes

AUGUST 22

Log in to like or comment.

...

PMI's größter potentieller Beitrag für die Gesellschaft:

- sofortige Einstellung allen Marketings für Zigaretten und andere schädliche Tabakprodukte
- die Einstellung von Produktion und Verkauf dieser Produkte

Bleiben Sie in Kontakt mit Unfairtobacco



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