

New IQOS 3 DUO duty free exclusive launches in Japan and Korea

By **Mary Jane Pittilla** on December, 4 2019 | Spirits & Tobacco



PMI's new duty free exclusive IQOS 3 DUO Exclusive Traveler Edition made its debut on December 2 in Osaka Kansai Airport

Philip Morris International (PMI) has launched its new IQOS 3 DUO Exclusive Traveler Edition vaping device in duty free locations in Japan and South Korea for a limited time only.

The duty free exclusive product made its debut on December 2 in Japan and South Korea at all international airports including Osaka Kansai, Narita, Haneda and Incheon. Dubai Airport will launch the Exclusive Traveler Edition on December 12.

The iridescent purple-colored device features the fastest and most powerful holder within the IQOS family and provides two consecutive uses without recharging the holder.

"The launch of the IQOS 3 DUO Exclusive Traveler Edition is testimony to our constant commitment to delight our legal age consumers in travel retail with a unique and stylish offer exclusively available at

selected duty free locations,” said Edvinas Katilius, Vice President PMI Duty Free.

“This Exclusive Traveler Edition is the most recent addition to the IQOS family affirming our focus on continuous innovation to provide adult smokers with better choices than continued smoking.”

The IQOS 3 DUO Exclusive Traveler Edition is only available at selected duty free locations. This device offers a sophisticated signature look with a unique color effect, an iridescent metal finish, which enables legal age consumers to distinguish themselves and express their style, PMI said. The packaging design also reflects the iridescent metal finish to highlight this premium offer.

“The continued development of technology exemplified by IQOS 3 DUO – driven by consumer insights and supported by scientific substantiation – represents PMI’s latest step in its journey to achieve a smoke-free future and to strengthen its position as a leader in the smoke-free products category,” the company said.

“PMI has continuously showed commitment to providing scientifically substantiated, industry-leading products that help adult smokers who would otherwise continue using cigarettes, to switch as quickly as possible to less harmful alternatives. IQOS 3 DUO designed with new features makes the switch from cigarettes more seamless.”

More than 10 years and US\$6 billion have been invested in scientific research, development and commercialization of PMI’s growing portfolio of advanced smoke-free products. It aims to offer tobacco enjoyment with no smoke, no ash, less smell and produces dramatically lower levels of harmful chemicals compared to cigarettes. IQOS heats tobacco instead of burning it, so consumers can enjoy tobacco taste with 95% less harmful chemicals compared to cigarettes.

PMI’s goal is that by 2025 at least 40 million PMI cigarette smokers who would otherwise continue to smoke will have switched to smoke-free products and that at least 30% of its volume will come from smoke-free products.