

Philip Morris International launches IQOS ILUMA in Swiss DF



Philip Morris International Inc. (PMI) launched IQOS ILUMA PRIME last month in duty free at both Geneva and Zurich's international airports. This launch introduced the company's "Bladeless Heating Technology" to Europe, after first launching in Japan Duty Free in September.

This latest innovation adds to the company's growing portfolio of smoke-free offerings for adults who would otherwise continue to smoke or use nicotine products. PMI states that the heating technology in these devices is the Smartcore Induction System, which heats the tobacco from within the new TEREA Smartcore Stick. These technologies can be used only with the IQOS ILUMA, which detects when the stick is inserted and automatically turns on the device. The tobacco is heated from the core, with no burning, no residue, no combustion and no smoke. PMI's market research indicates that IQOS ILUMA provides a more pleasurable experience compared to previous IQOS generations.



IQOS ZURICH 35 Caption: IQOS ILUMA PRIME elegant, anodized aluminum combined with a texture wrap. The device is available in four colors and is customizable both in terms of connected features via the user's smartphone and offline with a wide range of accessories, including charger wraps and holder rings

“Our objective is a world without cigarettes; a world where cigarettes are replaced by smoke-free alternatives that are a better choice than continued smoking,” said PMI CEO Jacek Olczak. “We have launched several generations of our IQOS heated tobacco system; expanding our portfolio to offer constantly improved, science-backed solutions that take advantage of advancements in technology and address pain points heard from consumers. This commitment to continuous innovation plays a significant role in our ambition to deliver a smoke-free future. The launch of IQOS ILUMA, our most innovative device yet, gives adult smokers another better choice and represents an important leap forward in our efforts to accelerate the end of smoking.”

“The launch of the IQOS ILUMA PRIME, our most refined and advanced device yet, in Switzerland Duty Free, further demonstrates our constant commitment to delight our legal age consumers in travel retail with our most premium and stylish product range. We have extended our product offering in Switzerland Duty Free with IQOS ILUMA PRIME—available in a choice of four new colors and with our largest ever range of accessories.” said Edvinas Katilius, Vice President PMI Duty Free.

“IQOS ILUMA is our most innovative offering to-date and the new flagship in our portfolio of science-backed, smoke-free products. Its breakthrough induction-heating technology heats tobacco from within, without burning, so there's no smoke, no ash and, like previous IQOS devices, it emits, on average, 95% lower levels of harmful chemicals compared with cigarettes,” , said Michele Cattoni, Vice President Heated Tobacco Platforms at PMI. “However, unlike our previous tobacco-heating systems, IQOS ILUMA has no blade. That means no tobacco residue or cleaning—ever. With this, and other product features, we aim to address consumer pain points that may have hindered some adult smokers from beginning or maintaining their journey away from cigarettes in the past.”

Since June of 2021, PMI's smoke-free products are available in 67 markets. The company has stated its ambition to be present in 100 markets with its smoke-free products by 2025.

Of more than 20 million users of the IQOS tobacco heating system globally, PMI estimates that more than 73% (approximately 14.7 million) have switched completely to IQOS and stopped smoking, with the balance in various stages of switching.

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. Furthermore, the company's ambition is that more than half of its net revenues will come from smoke-free products by 2025.