

PMI launches smoke-free IQOS ILUMA in Japan Duty Free



The SMARTCORE INDUCTION SYSTEM heats the tobacco from within the new TERE SMARTCORE STICK, designed to be used only with IQOS ILUMA. Features include an auto-start function that detects when the TERE stick is inserted, and automatically turns on the device. These bladeless devices offer a cleaner way to heat tobacco from the core, without burning it, to provide a more consistent experience, no tobacco residue, and no need to clean the device. Additionally, they generate no combustion and no smoke, and PMI's market research indicates that IQOS ILUMA provides a more pleasurable experience compared to previous IQOS generations

Philip Morris International Inc, which launched IQOS ILUMA on August 17, has announced the launch of IQOS ILUMA PRIME in Japan Duty Free.

This launch marks the latest and most innovative addition to their growing portfolio of smoke-free products for adults who would otherwise continue to smoke or use nicotine products.

"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 Japan 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 Japan 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."