

IQOS Radiant Red Traveller Exclusive available in Dubai Duty Free

Philip Morris International announced the launch of the IQOS 3 and IQOS 3 MULTI in a new Radiant Red design. This Traveller Exclusive Edition will be available in Dubai Duty Free at Dubai International Airport effective immediately for a limited time only.



هذا المنتج غير خالٍ من الضرر و يسبب الإدمان. لإستخدام البالغين فقط.
This product is not risk-free and is addictive. Only for use by adults.

The IQOS system heats the specially designed tobacco sticks (HEETS) to a temperature of up to 350 degrees, compared over 600 degrees in combustible cigarettes, generating a flavorful nicotine-containing [vapor](#). This process significantly reduces the levels of harmful chemicals in the vapor as a result of heating the tobacco instead of burning it. Burning is what generates the vast majority of

toxicants found in smoke and associated with smoking related diseases*.

IQOS is a revolutionary way to enjoy tobacco for those who would otherwise continue to smoke.

To date, approximately 7.3 million** adult smokers worldwide have switched to IQOS and fully abandoned cigarettes. The product is widely accepted by adult smokers who find it a satisfying alternative to continued smoking thanks to its taste, sensory experience, nicotine delivery and the use of real tobacco. IQOS heats tobacco instead of burning it, and therefore generates no fire, no ash, and no smoke, and leaves less smell on and around adults using it when compared to cigarettes.

The most advanced versions of this innovative smoke-free product, the IQOS 3 and IQOS 3 MULTI, were launched in Dubai Duty Free last year. The latest additions have evolved in design and functionality and ultimately strengthened PMI's position as a global leader in the smoke-free category. IQOS 3 offers a slicker design with a smaller holder and faster charging capabilities. IQOS 3 MULTI gives adult users the chance to use the device ten consecutive times without the need to be recharged.

True to the company's vision of a "Smoke-Free Future", Philip Morris International continues to invest heavily in better alternative products for adult smokers who would otherwise continue smoking. More than US\$6 billion dollars have been invested so far in developing, assessing and commercializing innovative products to pioneer a smoke-free world.