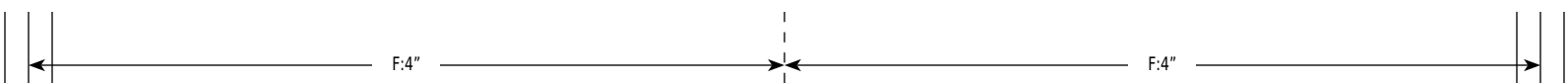
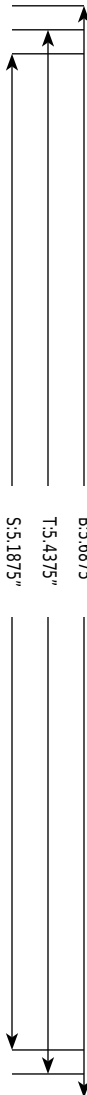
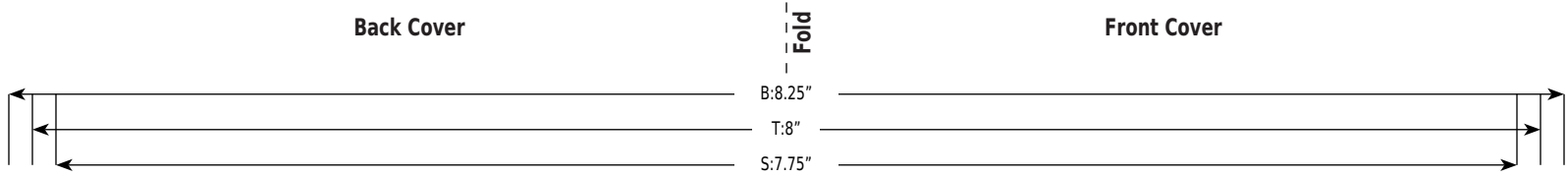


Phillip Morris USA Inc. • IQOS • Welcome Guide • Booklet (BC, FC) • KB215-B2

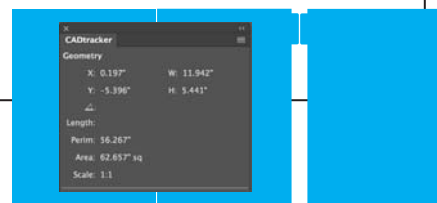
PD007745_1A05_KB215.INDD Server: IQOS CSM: M. Valencia Artist: Neiman Manager: S. Burley	Live: 7.75" x 5.1875" Trim: 8" x 5.4375" Bleed: 8.25" x 5.6875" Scale: 1:1 100% Printing: 5c	LB Job No. B1241-015117-00	Art Director J. Meinders	Studio Artist	Notes: Front and back cover advertising area: 4" x 5.4375" = 21.75 sq. in.
		Warning Stmt. 1B	Copywriter J. Dapier	Studio Manager	
		Addl. Disclaimer N/A	Creative Director K. Soukup	Producer K. Piccirilli	

5-7-2018

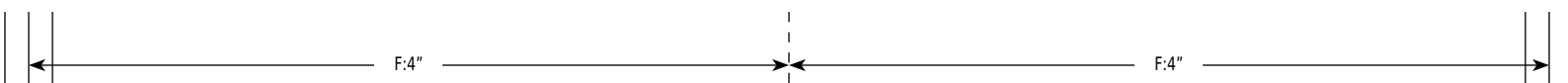
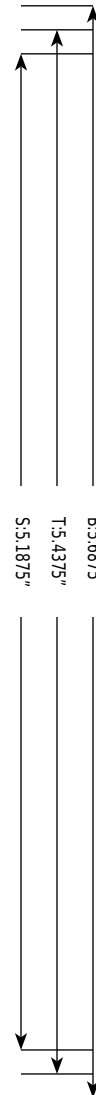
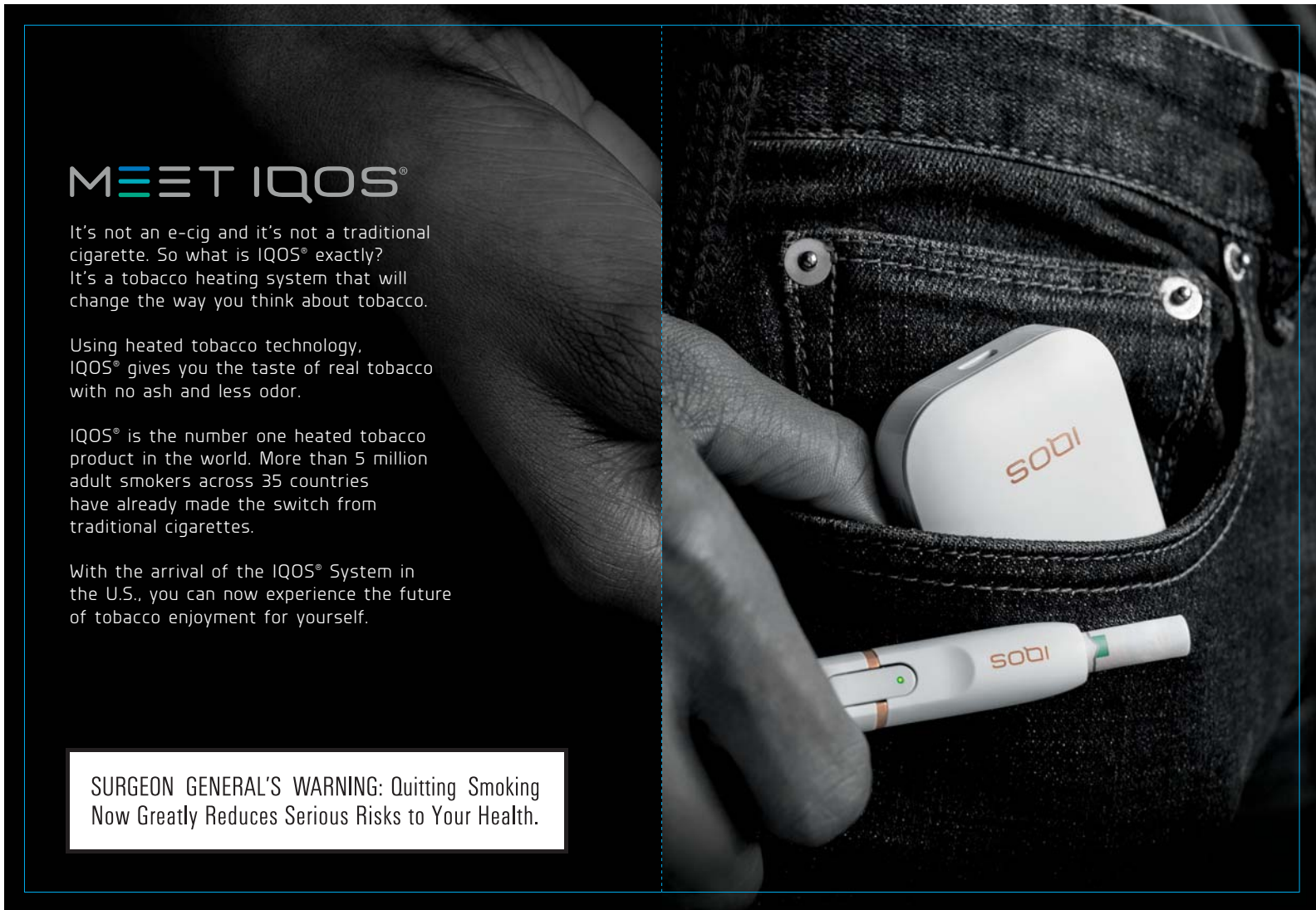
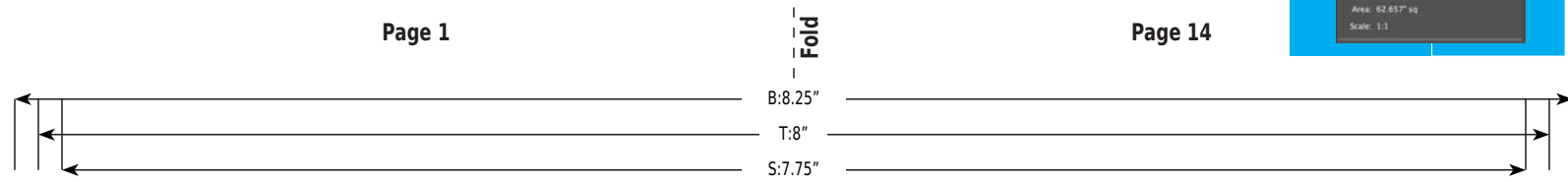


Phillip Morris USA Inc. • IQOS • Welcome Guide • Booklet (1, 14) • KB215-B2

PD007745_1A05_KB215.INDD Server: IQOS CSM: M. Valencia Artist: Neiman Manager: S. Burley	Live: 7.75" x 5.1875" Trim: 8" x 5.4375" Bleed: 8.25" x 5.6875" Scale: 1:1 100% Printing: 5c	LB Job No. B1241-015117-00	Art Director J. Meinders	Studio Artist	Notes: Pages 1-3 advertising area (per CADTracker): 62.657 sq. in. Page 14 covered by HWB on page 13.
		Warning Stmt. 1B	Copywriter J. Dapier	Studio Manager	
		Addl. Disclaimer N/A	Creative Director K. Soukup	Producer K. Piccirilli	



5-7-2018



MEET IQOS®

It's not an e-cig and it's not a traditional cigarette. So what is IQOS® exactly? It's a tobacco heating system that will change the way you think about tobacco.

Using heated tobacco technology, IQOS® gives you the taste of real tobacco with no ash and less odor.

IQOS® is the number one heated tobacco product in the world. More than 5 million adult smokers across 35 countries have already made the switch from traditional cigarettes.

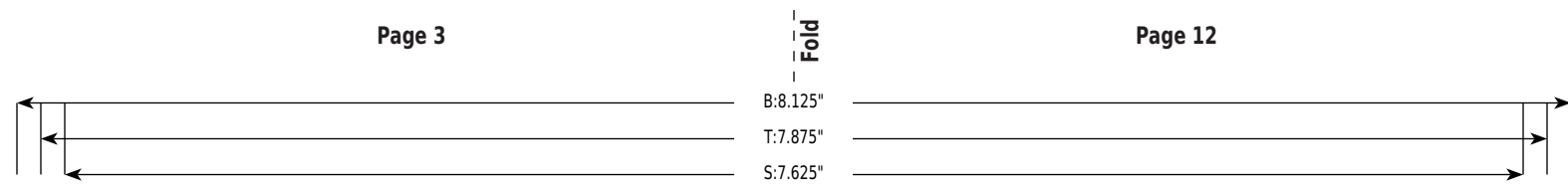
With the arrival of the IQOS® System in the U.S., you can now experience the future of tobacco enjoyment for yourself.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Phillip Morris USA Inc. • IQOS • Welcome Guide • Booklet (3, 12) • KB215-B2

PD007745_1B08_KB215.INDD Server: IQOS CSM: M. Valencia Artist: Clissold Manager: S. Burley	Live: 7.625" x 5.1875" Trim: 7.875" x 5.4375" Bleed: 8.125" x 5.6875" Scale: 1:1 100% Printing: 5c	LB Job No. B1241-015117-00	Art Director J. Meinders	Studio Artist	Notes: Page 3 covered by HWB on page 1. Page 12 covered by HWB on page 10.
		Warning Stmt. N/A	Copywriter J. Dapier	Studio Manager	
		Addl. Disclaimer N/A	Creative Director K. Soukup	Producer K. Piccirilli	

5-10-2018



HEATED TOBACCO TECHNOLOGY

Engineered in Switzerland, IQOS® features a gold, platinum and ceramic blade that heats the tobacco to a controlled temperature of about 570 degrees Fahrenheit (traditional cigarettes burn at over 1000 degrees Fahrenheit).

The difference? By heating instead of burning, you bring out the true taste and aroma of the tobacco - giving you all the things you want and none of the things you don't.

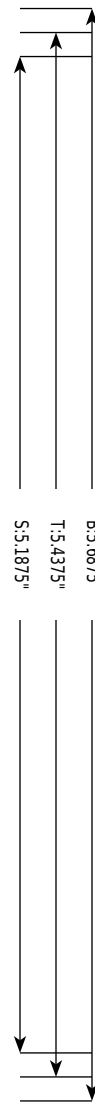
MAKE IT PERSONAL

A unique product should reflect your unique personality. IQOS® has a range of colorful and stylish accessories designed to add a personal touch to your device.

From caps to leather cases and more, change it up and make the IQOS® experience truly yours. Check them out at getIQOS.com or at an IQOS® Store near you.

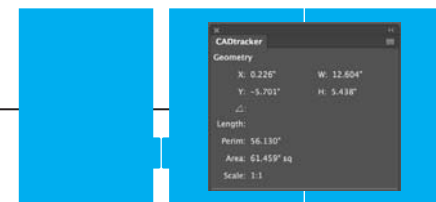
Site limited to eligible smokers 18+

PERSONALIZE



Phillip Morris USA Inc. • IQOS • Welcome Guide • Booklet (5, 10) • KB215-B2

PD007745_1B08_KB215.INDD Server: IQOS CSM: M. Valencia Artist: Clissold Manager: S. Burley	Live: 7.625" x 5.1875" Trim: 7.875" x 5.4375" Bleed: 8.125" x 5.6875" Scale: 1:1 100% Printing: 6c	LB Job No. B1241-015117-00	Art Director J. Meinders	Studio Artist	Notes: Page 5 covered by HWB on page 4. Pages 10-12 advertising area (per CADTracker): 61.459 sq. in.
		Warning Stmt. 1B	Copywriter J. Dapier	Studio Manager	
		Addl. Disclaimer N/A	Creative Director K. Soukup	Producer K. Piccirilli	

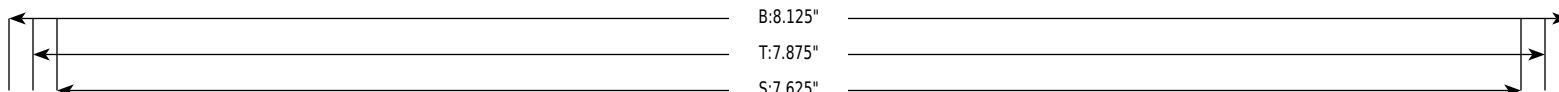


5-11-2018

Page 5

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Page 10





POCKET CHARGER

The IQOS® System contains one holder, one pocket charger, one cleaner and one USB power adapter and cable.

IQOS® CARE

What makes IQOS® Care different?

Dedication.

With your purchase of the IQOS® System, you will receive access to a dedicated IQOS® Expert.

The best part: it's complimentary. You choose your preferred method of communication and we will personalize support to fit you.

Join the millions of people who have already made the switch to IQOS® with the support and encouragement of our Experts.

Come visit us in-store or call **1-877-GET-IQOS** to get started.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

B:5.6875"
 T:5.4375"
 S:5.1875"

IQOS® CARE



Phillip Morris USA Inc. • IQOS • Welcome Guide • Booklet (7-8) • KB215-B2

PD007745_1B08_KB215.INDD Server: IQOS CSM: M. Valencia Artist: Neiman Manager: S. Burley	Live: 7.625" x 5.1875" Trim: 7.875" x 5.4375" Bleed: 8.125" x 5.6875" Scale: 1:1 100% Printing: 5c	LB Job No. B1241-015117-00	Art Director J. Meinders	Studio Artist	Notes: Pages 7-9 advertising area (per CADTracker): 61.459 sq. in.
		Warning Stmt. 1B	Copywriter J. Dapier	Studio Manager	
		Addl. Disclaimer N/A	Creative Director K. Soukup	Producer K. Piccirilli	

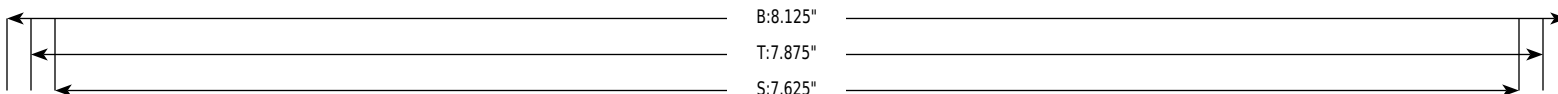


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Page 7

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Page 8

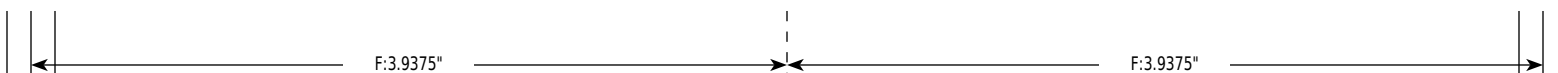
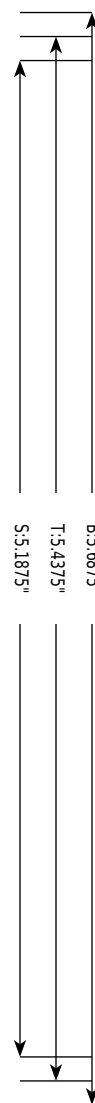


INTRODUCING HEATSTICKS®

The IQOS® System is designed to work exclusively with Marlboro HeatSticks®. They may look a little different, but don't be fooled by the size. Each HeatStick gives you about as many puffs as a traditional cigarette.

Available in smooth menthol, original and fresh menthol.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.



Phillip Morris USA Inc. • IQOS • Welcome Guide • Booklet (9, 6) • KB215-B2

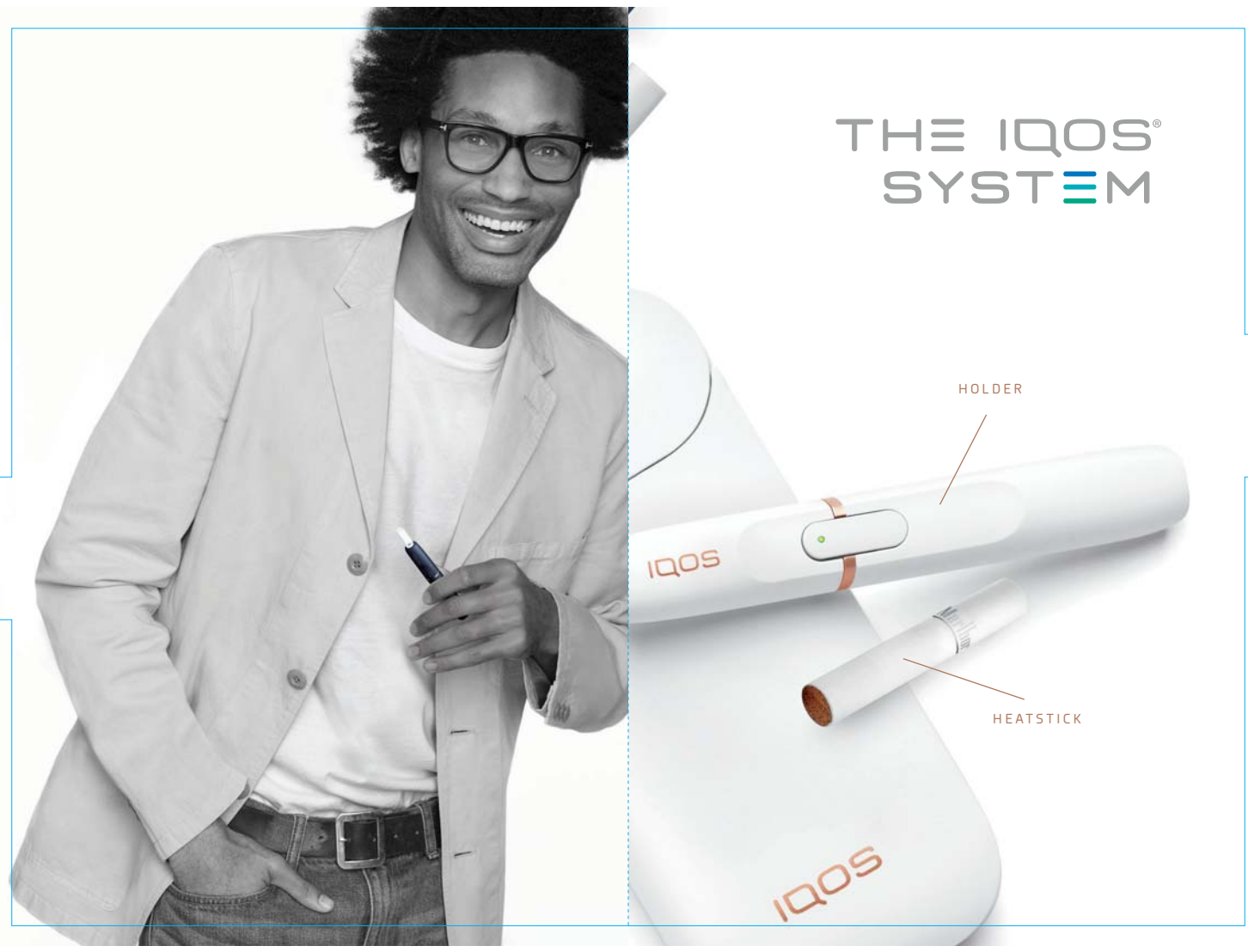
PD007745_1B08_KB215.INDD Server: IQOS CSM: M. Valencia Artist: Clissold Manager: S. Burley	Live: 7.625" x 5.1875" Trim: 7.875" x 5.4375" Bleed: 8.125" x 5.6875" Scale: 1:1 100% Printing: 6c	LB Job No. B1241-015117-00	Art Director J. Meinders	Studio Artist	Notes: Page 9 covered by HWB on page 7. Page 6 covered by HWB on page 4.
		Warning Stmt. N/A	Copywriter J. Dapier	Studio Manager	
		Addl. Disclaimer N/A	Creative Director K. Soukup	Producer K. Piccirilli	

5-10-2018

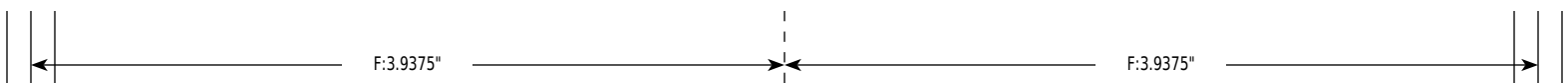
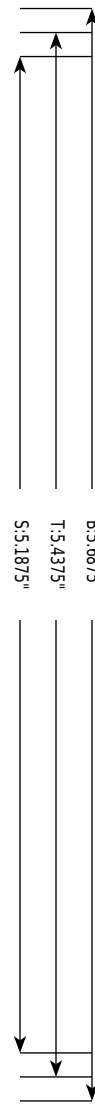
Page 9

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Page 6

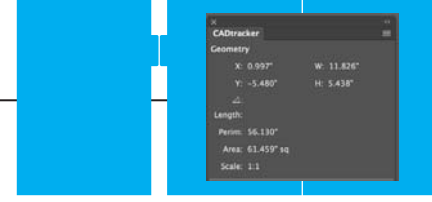


THE SYSTEM



Phillip Morris USA Inc. • IQOS • Welcome Guide • Booklet (11, 4) • KB215-B2

PD007745_1B08_KB215.INDD Server: IQOS CSM: M. Valencia Artist: Neiman Manager: S. Burley	Live: 7.625" x 5.1875" Trim: 7.875" x 5.4375" Bleed: 8.125" x 5.6875" Scale: 1:1 100% Printing: 5c	LB Job No. B1241-015117-00	Art Director J. Meinders	Studio Artist	Notes: Page 11 covered by HWB on page 10. Pages 4-6 advertising area (per CADTracker): 61.459 sq. in.
		Warning Stmt. 1B	Copywriter J. Dapier	Studio Manager	
		Addl. Disclaimer N/A	Creative Director K. Soukup	Producer K. Piccirilli	

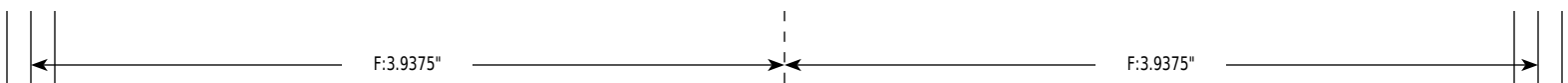
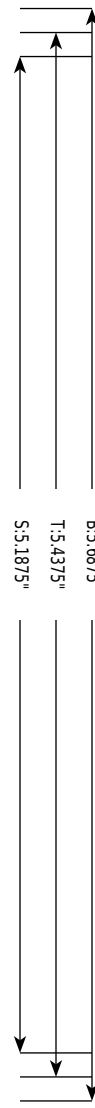


5-7-2018

Page 11

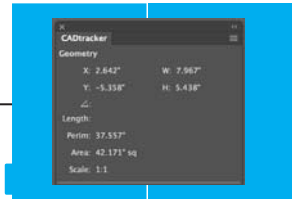
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Page 4



Phillip Morris USA Inc. • IQOS • Welcome Guide • Booklet (13, 2) • KB215-B2

PD007745_1B08_KB215.INDD Server: IQOS CSM: M. Valencia Artist: Neiman Manager: S. Burley	Live: 7.625" x 5.1875" Trim: 7.875" x 5.4375" Bleed: 8.125" x 5.6875" Scale: 1:1 100% Printing: 5c	LB Job No. B1241-015117-00	Art Director J. Meinders	Studio Artist	Notes: Pages 13-14 advertising area (per CADTracker): 42.171 sq. in. Page 2 covered by HWB on page 1.
		Warning Stmt. 1B	Copywriter J. Dapier	Studio Manager	
		Addl. Disclaimer N/A	Creative Director K. Soukup	Producer K. Piccirilli	

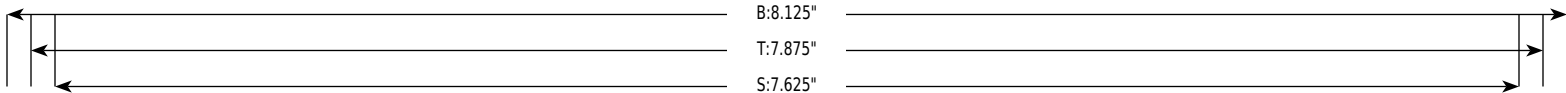


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Page 13

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Page 2



SURGEON GENERAL'S WARNING: Quitting Smoking
 Now Greatly Reduces Serious Risks to Your Health.

WHERE
TO BUY

To find a list of stores where you can buy everything from IQOS® Systems to Marlboro HeatSticks® accessories and more, go to getIQOS.com

Site limited to eligible smokers 18+

MEET IQOS®

