



# Altria's Modified Risk Tobacco Product Application for Copenhagen Fine Cut Snuff

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# Harm Reduction Opportunities



\*Source: ATCT 12MM Trailing Average February 2019, Weighted Population Counts (LA+) Numbers may not foot due to rounding

# Range of Potentially Lower Risk Products



**E-Vapor**



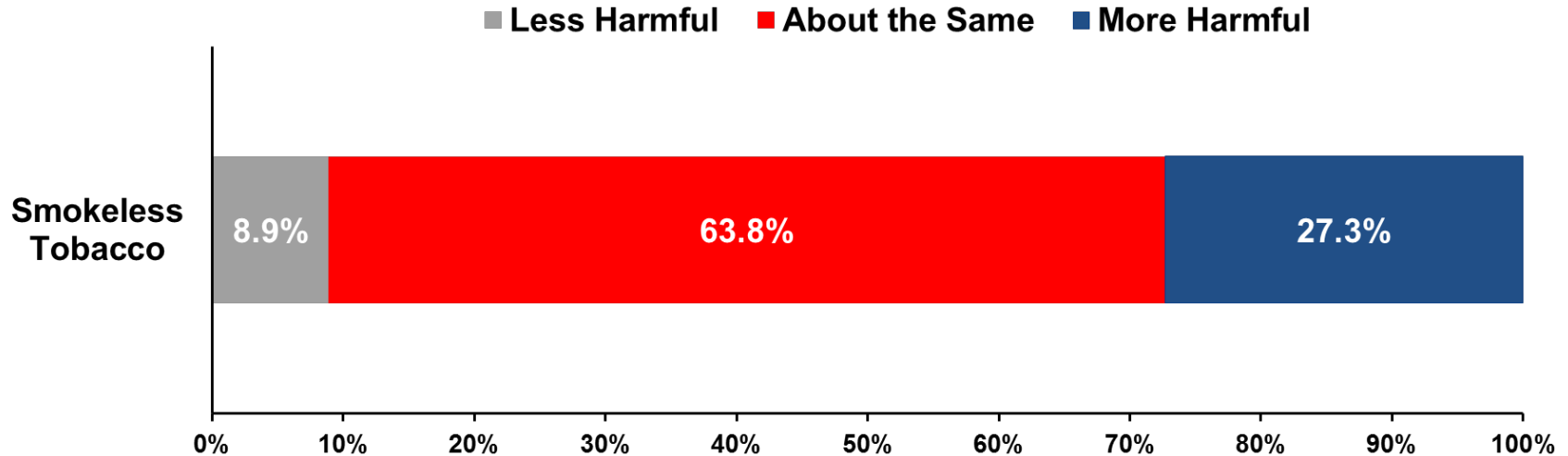
**Heat-not-Burn**



**Smokeless**

Note: Third party trademarks are the property of their respective owners and are included for informational purposes only.

# Current Risk Perceptions



- More than 90% in FDA's PATH survey say that smokeless tobacco products are just as harmful or more harmful than cigarettes

# Proposed Modified Risk Claim

**IF YOU SMOKE,  
CONSIDER THIS:**

**Switching completely to this product from  
cigarettes reduces risk of lung cancer.**

**1** **Draws the attention of  
adult smokers**

**2** **Single disease focus**  
Neither states nor implies that the  
product presents no risk of lung  
cancer or other disease

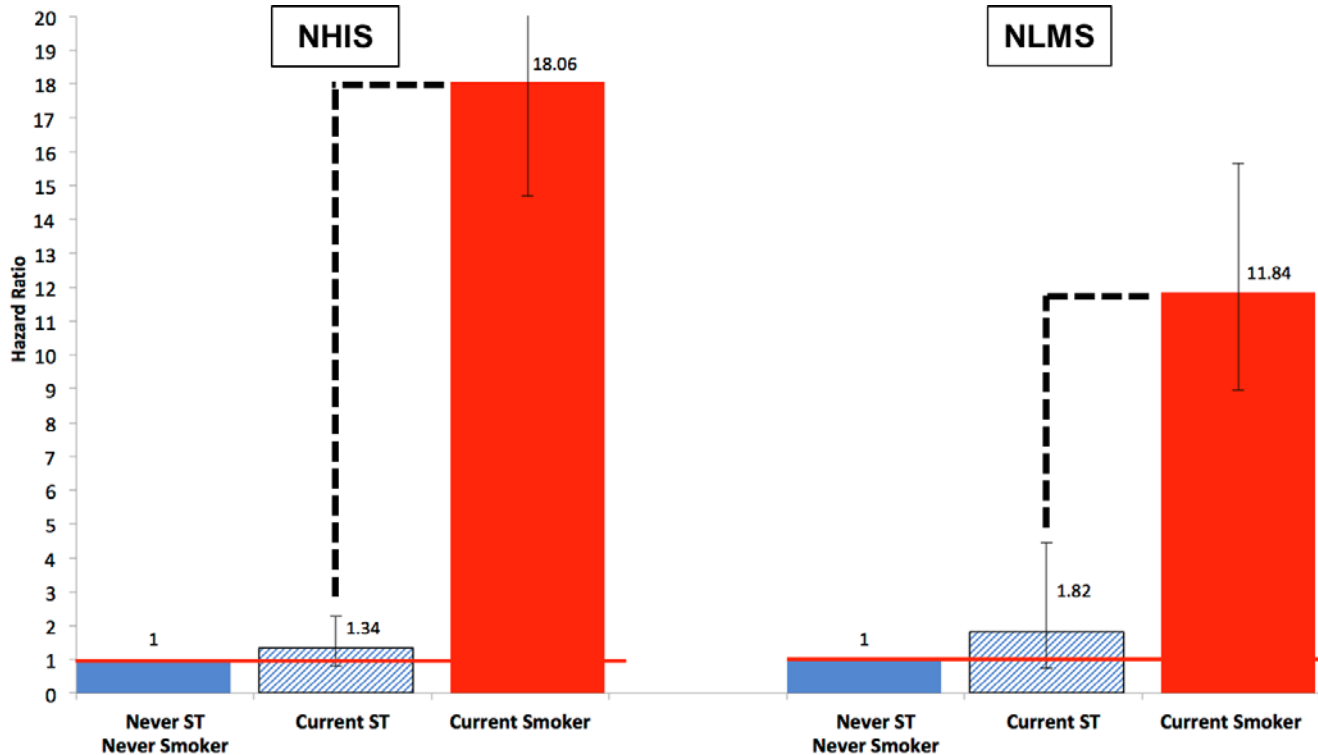
**3** **Desired single use behavior**

**Openhagen  
SNUFF O**  
WARNING: This product  
can cause gum disease  
and tooth loss.

SMOKELESS TOBACCO  
© U.S. Smokeless Tobacco Co. 2017-18

**WARNING: This product can  
cause mouth cancer.**

# Lung Cancer Mortality Risks

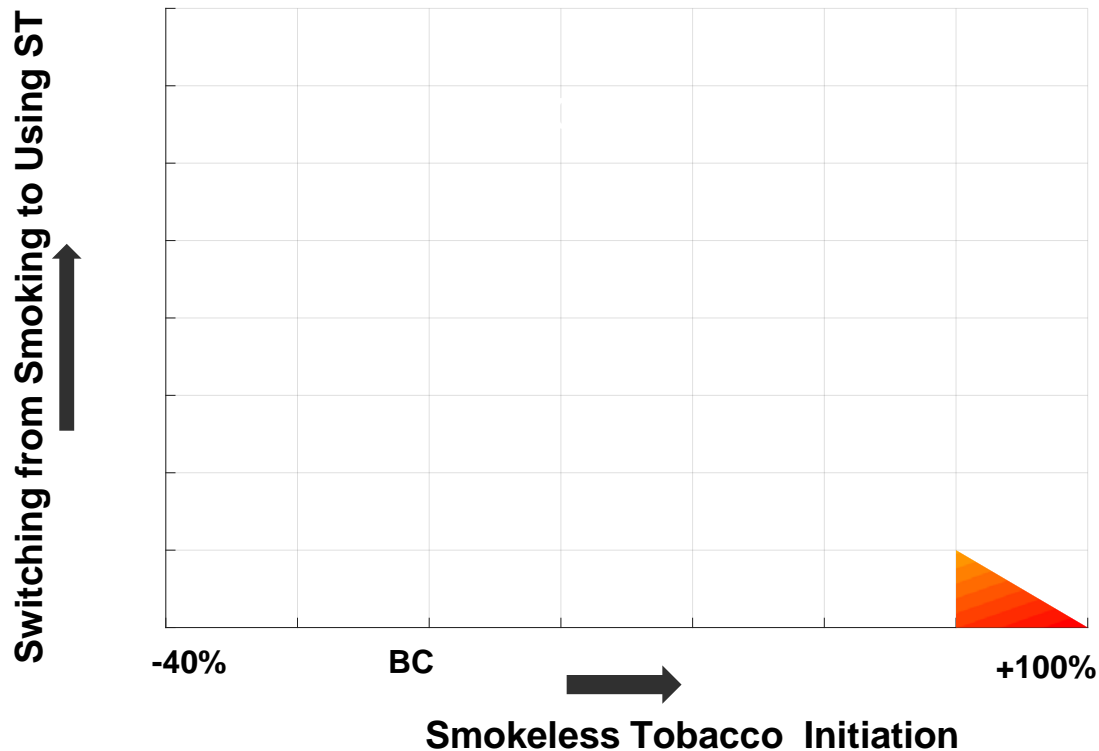


# FDA & TPSAC Conclusions on Health Risk

- FDA: “Based on the evidence described above, the proposed modified risk claim “IF YOU SMOKE, CONSIDER THIS: Switching completely to this product from cigarettes reduces risk of lung cancer” appears to be scientifically accurate.” – FDA Briefing Document, p. 21
- TPSAC: DISCUSS the available scientific evidence and VOTE on the whether the proposed modified risk claim is scientifically accurate (yes/no/abstain).

Yes	8
No	0
Abstain	1

# Estimated Population Impact of Proposed Modified Risk Claim



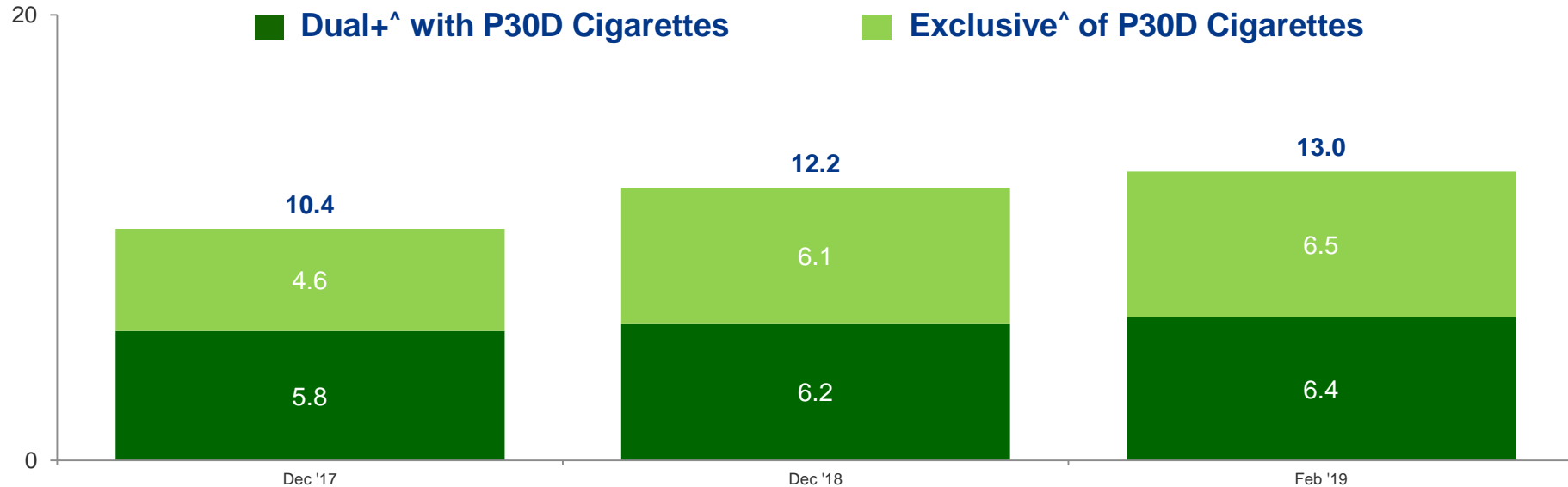


# FDA Conclusion on Population Health Benefit

- FDA: “Computational modeling estimated a relatively small net population health benefit from market authorization of Copenhagen Snuff Fine Cut with the proposed modified risk claim.” FDA TPSAC presentation slide 49.

# Changing E-vapor Use Patterns

12MM, By Usage - Total, in millions



\*LA+, P30D Source: ATCT

Numbers may not foot due to rounding. 'N' represents weighted counts