

Concept descriptors on IQOS HEETS in Mexico

Presenter: Grazielle Grilo

Background

- Flavored cigarettes are very popular in Mexico, including among youth.
- Flavors on cigarette packs are conveyed via flavor capsule imagery, colorful packaging, and concept descriptors; however, little is known about flavors of other tobacco products in Mexico, such as heated tobacco sticks.
- Heated tobacco products have yet to be clearly regulated in the country.
- This study sought to describe the availability and packaging characteristics of heated tobacco sticks in Mexico.

Methods

- Unique tobacco packs were collected in Oct-Nov/2021 from 5 Mexican cities (Mexico City, Guadalajara, Leon, Durango, Merida) using a systematic protocol (TPackSS).
- Low, middle, and high socioeconomic neighborhoods were sampled (n=12 total in each city).
- Data collectors visited vendors (convenience stores, independent grocery stores, wholesalers, and drugstores) within a pre-selected area in each neighborhood, noted if/where heated tobacco sticks were sold, and purchased all unique ones.

Results

- 5 of the 117 stores visited in all cities sold heated tobacco sticks, all in middle and high-SES neighborhoods.
- 9 unique heated tobacco stick packs were purchased, which were all from the brand HEETS.

IQOS HEETS are using a range of colored concept descriptors to communicate a flavor, taste, or sensation via packaging similar to cigarettes.



Results (cont'd)

- All HEETS packs had concept descriptors in English with different colors.
- All HEETS packs had Mexican HWLs.

HEETS variants purchased in Mexico

- AMBER SELECTION
- BLUE SELECTION
- BRONZE SELECTION
- GREEN ZING
- PURPLE WAVE
- RUSSET SELECTION
- SIENNA SELECTION
- TURQUOISE SELECTION
- YELLOW SELECTION

Scan with your phone camera to access more pack pictures!



Authors

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