

JULY 2019

QUIT BRIEF



NEW TOBACCO PRODUCT HITS THE SHELVES!

A new heated tobacco product, IQOS, is hitting the shelves in select U.S. cities this summer. Heated? Yes, you read that right. The device heats tobacco instead of burning it. However, this product is not risk-free, so here's what Service members need to know:

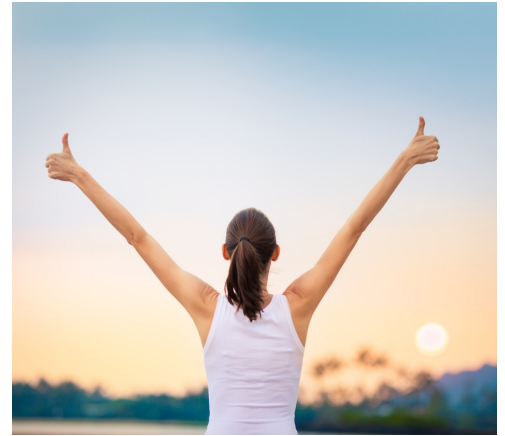
- IQOS is a new heated tobacco product. It's different from an e-cig because IQOS heats tobacco (which generates nicotine) compared to e-cigs which heat a liquid that often contains nicotine, but not tobacco.
- While some think IQOS is less risky than smoking cigarettes, no conclusions have been made about its safety compared to traditional cigarettes.
- IQOS still uses real tobacco which means it contains the addictive substance, nicotine. In fact, it has similar nicotine levels as cigarettes.
- The device is not approved as a tobacco cessation technique or aid. For tips on how to quit tobacco, visit [YouCanQuit2](https://www.youcanquit2.org).

Make sure Service members know the risks of using this new product. Remind them that any amount of tobacco is harmful and to keep living tobacco free this summer!

ONE LAST THING

Do you work with Service members that are PCSing this summer? Give them a heads up that different tobacco products may be available in their new hometown and talk through tips for fighting the urge to try them. Let them know that the [YouCanQuit2](https://www.youcanquit2.org) website, [ycq2.org](https://www.youcanquit2.org), can help wherever they go!

The Campaign



Direct your Service members to two new [YouCanQuit2](https://www.youcanquit2.org) articles by sharing these messages:

- Find out how smoking tobacco and mixing alcohol may be affecting you. Check out these tips to [keep social smoking under control!](#)
- Quitting tobacco got you stressing? [YouCanQuit2](#) has the tips you need to [fight tobacco AND stay calm.](#)



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CAN QUIT2**

[ycq2.org](https://www.youcanquit2.org)

Share how you use our resources to promote tobacco cessation on your installation.

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