The FDA requires PMTAs to include many things, including data that summarizes the health impact of the new product, as well as the impact on the population as a whole, including users of the new product and non-users of tobacco products.

As part of Reynolds’s ongoing commitment to evaluate its products and the role they can play in tobacco-harm reduction, we initiated a 24-month study, termed the Longitudinal Tobacco Use and Transitions Survey (or LTTS), of Vuse products. The aim of this study is to assess the impact of Vuse vapor products on specific adult populations in the U.S., measuring the decline or elimination of cigarette use when adult smokers who do not wish to quit switch to Vuse.

Reynolds believes the results of the LTTS have and will continue to demonstrate that (1) potentially reduced risk nicotine products, such as vapor, are important to reduce the harm caused by smoking and (2) access to menthol-flavored products provides a demonstrable benefit, as compared with tobacco flavored products, to adult smokers in terms of complete switching or significant cigarette reduction.

Interim results show that:

- **VUSE ENCOURAGES MIGRATION**
  - Nearly 45% of participants who use Vuse Alto completely switched away from cigarettes.

- **YOUNGER ADULT SMOKERS SWITCH AT A HIGHER RATE**
  - 43.7% of participants who are 21-29 years of age reported higher levels of complete switching than individuals who were 30 and older.
  - 39.0% of participants who are 30 and older reported higher levels of complete switching than individuals who were 21-29 years of age.

- **UNDERREPRESENTED MINORITY ADULT SMOKERS SWITCH AT A HIGHER RATE**
  - The rate of complete switching from cigarettes among minority demographics was higher than among participants who identified as Non-Hispanic White.
  - 44.8% of African-American/Black, Hispanic, and Others reported complete switching.
  - 38.6% of Non-Hispanic White reported complete switching.

- **MENTHOL SUPPORTS SWITCHING**
  - The proportion of participants who reported complete switching from cigarettes was higher among those who use Vuse menthol versus those who use Vuse tobacco flavors.
  - 42.0% of participants who used Vuse menthol reported complete switching.
  - 37.2% of participants who used Vuse tobacco flavors reported complete switching.

For adults who smoke and had yet to switch completely, there was a greater reduction in cigarettes smoked per day for participants who used menthol-flavored Vuse products than those who used tobacco-flavored Vuse products.

Reynolds presented a summary of the interim results through the first year of the LTTS at the Food & Drug Law Institute Tobacco & Nicotine Regulatory Product Science Symposium on March 30, 2023, to an audience that included senior officials from the FDA’s Center for Tobacco Products, as well as several prominent public health researchers.