

Testimony for HB1532

by Sue Homola, SAM NH Chairman

This bill seems somewhat benign. However, when viewed through the context of the recent push by Philip Morris International to promote its new IQOS "heat not burn" vape system, it appears to be a bill aimed at using the state to squeezing out Philip Morris' competitors to corner the vape industry. This industry is also heavily invested in the big-dollar marijuana commercial market.

IQOS Overview

- In 2024, Philip Morris began pushing op-eds in local newspapers about their new IQOS "heat not burn" vape system. NH Journal had one of these op-eds.

<https://nhjournal.com/heat-not-burn-tobacco-products-fuel-hopes-to-roll-back-cigarette-smoking/>

- The op-eds touted Philip Morris' efforts to reduce cigarette smoking with the rollout of their innovative IQOS device. This device is being lauded as a way to reduce harmful chemicals when consuming nicotine products.

- In 2024, a company called Altria paid \$2.7 billion in commercialization rights for the IQOS system. Altria is a subsidiary company of Phillip Morris, who parted ways with the company in 2008 and reunited again in 2024 when it agreed on the IQOS deal. During their Phillip Morris hiatus, Altria was cited as being one of the top investors in the cannabis industry. In 2018 they invested \$1.8 billion for a 45% share in the Cronos Group, a global cannabinoid company.

<https://investor.altria.com/press-releases/news-details/2022/Altria-Reaches-Agreement-With-Philip-Morris-International-for-IQOS-Transition/default.aspx>

<https://www.forbes.com/sites/chrisroberts/2021/02/09/tobacco-giant-altria-is-pushing-marijuana-reform-on-congress-and-state-lawmakers/>

SAM NH RECOMMENDATION

- Philip Morris has a long history of not doing what is right for public health. They also prioritize their financial bottom line over public health. HB1532 should be viewed with skepticism, and a healthy dose of curiosity as to why the bill has been filed. Recommend do not pass.