

EXHIBIT 10

UNITED STATES INTERNATIONAL TRADE COMMISSION

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In the Matter of

Investigation No.

CERTAIN TOBACCO HEATING ARTICLES

337-TA-1199

AND COMPONENTS THEREOF

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OPEN SESSIONS

Pages: 285 through 555 (with excerpts)

Place: Washington, D.C.

Date: January 26, 2021

HERITAGE REPORTING CORPORATION

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(202) 628-4888

contracts@hrccourtreporters.com

1 IQOS and HeatSticks from the U.S. market will not
2 negatively impact U.S. public health and welfare.

3 Q. And were there any particular components of that
4 opinion that support your overall opinion as you just
5 stated?

6 A. Yes, there were a lot of components, but I've
7 listed three here that are among the most important in my
8 mind. First of all, and maybe most importantly, there are
9 literally thousands of existing PRRPs on the U.S. market
10 that have at least the same harm reduction and transition
11 rate, where transition rate is moving people away from
12 combusted cigarettes, as -- as IQOS.

13 I also believe that, because the product IQOS
14 has not been on the market for very long at all, that the
15 global literature and more so even the literature on the
16 United States population does not yet demonstrate that IQOS
17 will benefit public health as a whole.

18 One of the most critical issues with the product
19 in my mind is the evidence that's growing that dual use of
20 IQOS and combustible cigarettes is the predominant use
21 pattern.

22 Q. All right. Well, let's start with the -- what
23 you said were the thousands of existing PRRPs,
24 Dr. Murrelle. Can you just describe generally those
25 products that you're familiar with that are currently sold

1 estimation?

2 A. I'm sorry, your question was how many different
3 PRRPs?

4 Q. Yeah. How many different PRRPs are currently
5 available in the United States, on the United States
6 market?

7 A. I'm not sure anybody has an exact number, but
8 for the purpose of this process, I did look into the -- the
9 global Internet advertising and so forth, and I identified
10 hundreds of products that are available currently to the
11 U.S. consumers who want to reduce the harm caused by
12 combustible cigarettes.

13 While there are hundreds of products, remember,
14 each of these products, almost all of the products I've
15 talked about today, come in a variety of forms. They come
16 -- there are multiple brands of these things. They come,
17 some of them, in many alternative flavor combinations or --
18 or single flavors. And they also vary according to
19 nicotine strength.

20 So that -- that means that there are many, many,
21 many thousands. In fact, recently we were on a phone call
22 with the Center for Tobacco Products, the FDA, and after
23 the September 9th submission last year of PMTAs, they told
24 us that they had received PMTAs for approximately a billion
25 products in the ENDS category alone.

1 CERTIFICATE OF REPORTER

2 TITLE: Certain Tobacco Heating Articles

3 INVESTIGATION NO: 337-TA-1199

4 HEARING DATE: January 26, 2021

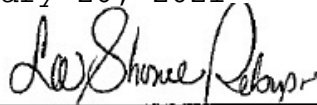
5 LOCATION: Washington, D.C. - Remote

6 NATURE OF HEARING: Evidentiary Hearing

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11 Date: January 26, 2021

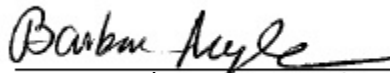
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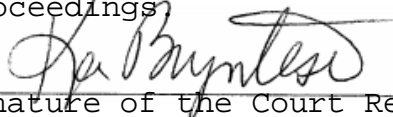
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