

Effect of Flavored on!® Nicotine Pouch Products on Smoking Behaviors: a SMART Study

NCT06072547

Status	RECRUITING
Phase	Not Applicable
Sponsor	Altria Client Services LLC
Enrollment	400 participants

Key Eligibility Criteria

Inclusion (7)

- Has signed the Informed Consent Form (ICF) and is able to read and understand the information provided in the ICF.
- Healthy adults who smoke cigarettes and are 22 to 65 years of age (inclusive) at screening.
- Smokes an average of at least 5 cigarettes per day for the last 12 months.
- Does not intend to use an FDA-approved treatment for nicotine dependence within the next 60 days (as assessed at screening).
- Interested in replacing combustible cigarettes with a smoke-free tobacco product.

... and 2 more (see full listing online)

Exclusion (18)

- Participant enrollment numbers met (in sub-group or entire study).
- Participant, or their first-degree relative (e.g., parent, sibling, child, spouse) or household member, is a current or former employee of the tobacco or e-vapor industry.
- Participant, or their first-degree relative (e.g., parent, sibling, child, spouse) or household member is a named party or class representative in litigation involving a tobacco or e-vapor company.
- Participant, or their first-degree relative (e.g., parent, sibling, child, spouse), or household member, is a current or former employee of a marketing consultant, market research firm, advertising or promotions agency, television or radio station, magazine or newspaper, government regulatory agency or public policy advocacy group, or law firm or legal department of a company.
- Participant self-reports being "in poor health."

... and 13 more (see full listing online)

Locations (1 total)

Rose Research Center, Raleigh, North Carolina, United States