Tobacco Control



Cover credit: Copyright 2016. The University of Texas at Austin, Tobacco Research and Evaluation Team.

Contents

Editorial

e85 'Sustainable' tobacco industry? R E Malone

Original research

- e86 Observed retail price of Australia's market-leading cigarette brand before and up to 3 years after the implementation of plain packaging S Egger, S Burton, R Ireland, S C Walsberger
- e92 The taste of smoke: tobacco industry strategies to prevent the prohibition of additives in tobacco products in Brazil

A L Oliveira da Silva, S A Bialous, P G D Albertassi, DAdRArquete, AMMS Fernandes, JC Moreira

- e102 Analysis of tobacco industry pricing strategies in 23 European Union countries using commercial pricing data M C I van Schalkwyk, M McKee, I V Been, C Millett, F T Filippidis
- e110 Memoranda of understanding: a tobacco industry strategy to undermine illicit tobacco trade policies E Crosbie, S Bialous, S A Glantz
- e119 Health claims made in vape shops: an observational study and content analysis

K G Wagoner, M Berman, S W Rose, E Song, J Cornacchione Ross, E G Klein, D E Kelley, J L King, M Wolfson, E L Sutfin

e126 Exploiting a low tax system: non-tax-induced cigarette 6 price increases in Taiwan 2011–2016

OPEN ACCESS W Gao, M Sanna, J R Branston, H-Y Chiou, Y-H Chen, A Wu, CP Wen

- e133 From glass boxes to social media engagement: an audit of tobacco retail marketing in Indonesia PAS Astuti, NMD Kurniasari, KH Mulyawan, S K Sebayang, B Freeman
- e141 'Both Sides of the Argument'? A critical review of existing evidence on the illicit trade in tobacco products in Canada

J Smith, S Thompson, K Lee

December 2019 Volume 28 Issue e2

Brief reports

e148 UK tobacco price increases: driven by industry or **6** public health?

OPEN ACCESS R Hiscock, J R Branston, T R Partos, A McNeill, S C Hitchman, A B Gilmore

e151 Adolescent males' responses to blu's fake

B Keller-Hamilton, M E Roberts, M D Slater, M Berman, A K Ferketich

Research letter

e154 Exposure to 'smokescreen' marketing during the 6 2018 Formula 1 Championship

OPEN ACCESS A B Barker, M Opazo Breton, R L Murray, B Grant-Braham, J Britton

Industry watch

- e156 Korean-made heated tobacco product, 'lil' J Lee, S Lee
- e158 Flavour capsule heat-sticks for heated tobacco products

OPEN ACCESS Y J Cho, J F Thrasher

e160 Two-a-pack cigarette packet in Sri Lanka: an affordability experiment by the tobacco industry?

> H Wijesuriya, M N Perera, G De Silva, P R Vithanage, P Dineshkumar, S Lakmal, I B Fernando, M Rajasuriya, Alcohol and Drug Information Centre (ADIC) Sri Lanka

e162 BAT(NZ) draws on cigarette marketing tactics to launch Vype in New Zealand J Hoek, B Freeman

Ad watch

e164 British American Tobacco (BAT) and retail merchandising: Vype e-cigarette promotion in Ontario, Canada

T Dewhirst



This article has been chosen by the Editor to be of special interest or importance and is freely available online.



This article has been made freely available OPEN ACCESS online under the BMJ Journals open access scheme. See http://authors.bmj.com/



This journal is a member of and subscribes to the principles of the Committee on Publication Ethics

www.publicationethics.org.uk



