Contents

Editorial
243 Who is the target? Package health warnings and the role of market segmentation
T Dewhirst, W B Lee

Reviewer awards
245 Authors’ guardian angels: our 2017 Reviewers of the Year
R E Malone

News analysis
246 Austria: government chooses tobacco industry interests over citizens’ health • Africa/World: 17th World Conference on Tobacco or Health • World: Cape Town declaration on human rights & tobacco-free world • World conference: not so ‘united’ for some – Taiwan delegates excluded • World: Philip Morris’ FSFW first survey criticised • Poland: government stands against PMI smoke-free foundation • Netherlands: No prosecution of tobacco industry…yet

Brief reports
250 Factual text and emotional pictures: overcoming a false dichotomy of cigarette warning labels
I Popova, D Owusu, D Jenson, T B Neilands

254 Electronic cigarette use in restaurants and workplaces where combustible tobacco smoking is not allowed: an Internet survey in Japan
K Kayohara, T Tabuchi

258 The effects of tobacco control policies on retailer sales to minors in the USA, 2015
H Dai, J Hao

Research papers
261 Evaluating the pictorial warnings on tobacco products in Arabian Gulf countries against other international pictorial warnings

266 Effect of message congruency on attention and recall in pictorial health warning labels
K Lochtefeld, M Mercincavage, K Z Tang, C Dana Tomlin, J N Cappella, A A Snasser

272 Moving past the problematisation of tobacco farming: insights from South India
N Natarajan

Impact Factor
5.469

Research letters
325 Comparing the cytotoxicity of electronic cigarette fluids, aerosols and solvents
R Z Behar, Y Wang, P Talbot

339 Actual and potential use of Google Street View for studying tobacco issues: a brief review
N Wilson, A L Pearson, G Thomson, R Edwards

357 Menthol levels in cigarettes from eight manufacturers
J Ai, K M Taylor, J G Lisko, H Tran, C H Watson, M R Holman

May 2018 Volume 27 Issue 3

278 Impact of five tobacco endgame strategies on future smoking prevalence, population health and health system costs: two modelling studies to inform the tobacco endgame
F S van der Deen, N Wilson, C L Cleghorn, G Kvizhinadze, L J Cobias, N Nghiem, T Blakely

287 Content analysis of age verification, purchase and delivery methods of internet e-cigarette vendors, 2013 and 2014
R S Williams, J Derrick, A K Liebman, K LaFleur, K M Ribisl

294 Alcohol-flavoured tobacco products
R K Jackler, C K VanWinkle, I M Buman, D Ramamurthi

301 Responsiveness to cigarette prices by different racial/ethnic groups of US adults
T Yao, M K Ong, W Max, C Keeler, Y Wang, V B Yerger, H-Y Sung

310 Banning tobacco price promotions, smoking-related beliefs and behaviour: findings from the International Tobacco Control Four Country (ITC 4C) Survey
S El-Toukhy, K Chot, S Hinchman, M Bansal-Travers, J F Thrasher, H-H Yong, R J O’Connor, C Shang

319 Comparison of a preferred versus non-preferred waterpipe tobacco flavour: subjective experience, smoking behaviour and toxicant exposure
E L Leavens, L M Driskill, N Molina, T Eisenberg, A Shihadeh, E I Brett, E Floyd, T L Wagener

334 The proliferation of ‘We Sell Tobacco Here’ signs at the point-of-sale of tobacco retailers in Melbourne, Australia
M Bayly, M Scoll, M Wakefield

335 Cigarette package colour is associated with level of filter ventilation
R J O’Connor, D Hammond


Special communications

341 Recommended core items to assess e-cigarette use in population-based surveys

347 Implications and challenges for implementation of the FDA's final deeming rule for waterpipe tobacco
E L Sutfin, E K Soule, K McKelvey, D Jenson

352 Reducing tobacco-related harm: FDA's proposed product standard for smokeless tobacco
M L Berman, D K Hatsukami

Ad watch

355 The flip side of Natural American Spirit: corporate social responsibility advertising
A E Epperson, J J Prochaska, L Henriksen

Thank you to our reviewers

357 2017 Thank you to our reviewers