Contents

Commentaries
s1 Heated tobacco products: the example of IQOS
S A Glantz

s7 Heated tobacco products: things we do and do not know
I Stepanov, A Woodward

Research papers
s9 PMI’s own in vivo clinical data on biomarkers of potential harm in Americans show that IQOS is not detectably different from conventional cigarettes
S A Glantz

s13 Vascular endothelial function is impaired by aerosol from a single IQOS HeatStick to the same extent as by cigarette smoke
P Nakatsizondeh, J Liu, C M Havel, S Ibrahim, R Derakhshandeh, P Jacob III, M L Springer

s20 Assessment of industry data on pulmonary and immunosuppressive effects of IQOS
F Moazed, L Chun, M A Manthey, C S Calfee, J Gotts

s30 IQOS: examination of Philip Morris International’s claim of reduced exposure
G St Helen, P Jacob III, N Nardone, N L Benowitz

s41 Heated tobacco products likely appeal to adolescents and young adults
K McKelvey, L Popova, M Kim, B W Chaffee, M Vijayanthagharvan, P Ling, B Halpern-Felsher

s48 IQOS labelling will mislead consumers
K McKelvey, L Popova, M Kim, L K Lempert, B W Chaffee, M Vijayanthagharvan, P Ling, B Halpern-Felsher

s55 Awareness and use of heated tobacco products among US adults, 2016–2017
A L Nyman, S R Weaver, L Popova, T F Pechacek, J Huang, D L Ashley, M P Eriksen

s62 Impact of modified risk tobacco product claims on beliefs of US adults and adolescents
S El-Toukhy, S A Baig, M Jeong, M J Byron, K M Rabsh, N T Brewer

s70 Examining perceptions about IQOS heated tobacco product: consumer studies in Japan and Switzerland
E C Hair, M Bennett, E Sheen, J Connell, J Briggs, Z Fenn, J C Willet, D Vallone

November 2018 Volume 27 Issue S1

s82 Modelling the impact of a new tobacco product: review of Philip Morris International’s Population Health Impact Model as applied to the IQOS heated tobacco product
W B Max, H-Y Sung, J Lightwood, Y Wang, Y Tao

s87 Light and mild redux: heated tobacco products’ reduced exposure claims are likely to be misunderstood as reduced risk claims
I Popova, L K Lempert, S A Glantz

s96 Invisible smoke: third-party endorsement and the resurrection of heat-not-burn tobacco products
J Elias, P M Ling

s102 Revolution or redux? Assessing IQOS through a precursor product
J Elias, I M Dutra, G St Helen, P M Ling

Brief reports
s26 Cytotoxic effects of heated tobacco products (HTP) on human bronchial epithelial cells
N J Leigh, P L Tran, R J O’Connor, M I Goniewicz

s74 Awareness, experience and prevalence of heated tobacco product, IQOS, among young Korean adults
J Kim, H Yu, S Lee, Y-J Piek

Research letters
s37 Tobacco-specific nitrosamines (TSNA) in heated tobacco product IQOS
N J Leigh, M N Palumbo, A M Marino, R J O’Connor, M I Goniewicz

s39 Possible hepatotoxicity of IQOS
L Chun, F Moazed, M Manthey, C Calfee, J Gotts

Industry watch
s78 IQOS campaign in Israel
L J Rosen, S Kislev

Special communication
s111 Heated tobacco products: another tobacco industry global strategy to slow progress in tobacco control
S A Bialous, S A Glantz

s118 Heated tobacco product regulation under US law and the FTC
L K Lempert, S A Glantz