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 Stupansov, 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 Nabavizadeh, 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 Atozed, L Chun, M A Manthey, C S Calfee, J Gots
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 Vijayaraghavan, P Ling, B Halpern-Felsher
s48 IQOS labelling will mislead consumers
K McKelvey, L Popova, M Kim, L K Lempert, B W Chaffee, M Vijayaraghavan, 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 Erikson
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 Rabin, 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 Cantrell, J Briggs, Z Fenn, J G Wilton, D Vaillant

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 Wong, 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 L Goniewicz
s74 Awareness, experience and prevalence of heated tobacco product, IQOS, among young Korean adults
J kim, H Yu, S Lee, Y J Park

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 L Goniewicz
s39 Possible hepatotoxicity of IQOS
L Chun, F Atozed, M Manthey, C Calfee, J Gots

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