

Cover credit: Copyright 2020 US Food & Drug Administration (FDA). Reprinted with permission.

Contents

Editorial

- 1 Principles for effective tobacco warning systems: the USA gets a failing grade
G Mahood

News analysis


- 4 Worldwide news and comment
M Hefler, J Baker

Review

- 8 Is e-cigarette use in non-smoking young adults associated with later smoking? A systematic review and meta-analysis
J N Khouja, S F Suddell, S E Peters, A E Taylor, M R Munafò

Original research

- 16 Factors that influence smokers' and ex-smokers' use of IQOS: a qualitative study of IQOS users and ex-users in the UK
C N E Tompkins, A Burnley, A McNeill, S C Hitchman
- 24 Cigarette smokers' concurrent use of smokeless tobacco: dual use patterns and nicotine exposure
N J Felicione, J E Ozga-Hess, S G Ferguson, G Dino, S Kuhn, I Haliwa, M D Blank
- 30 It's Just Steam: a qualitative analysis of New Zealand ENDS users' perceptions of secondhand aerosol
K Haggart, L Robertson, M-L Blanke, L Popova, J Hoek
- 36 Price smoking participation elasticity in Colombia: estimates by age and socioeconomic level
J M Gallego, S Otálvaro-Ramírez, P A Rodríguez-Lesmes
- 42 Tobacco imagery in on-demand streaming content popular among adolescents and young adults in India: implications for global tobacco control
M Arora, G P Nazar, A Chugh, T Rawal, S Shrivastava, P Sinha, V G Munish, F T Tullu, K Schotte, J R Polansky, S Glantz
- 49 Exposure to secondhand aerosol of electronic cigarettes in indoor settings in 12 European countries: data from the TackSHS survey
B Amalia, X Liu, A Lugo, M Fu, A Odone, P A van den Brandt, S Semple, L Clancy, J B Soriano, E Fernández, S Gallus, the TackSHS Project Investigators
- 57 Nearly 20 000 e-liquids and 250 unique flavour descriptions: an overview of the Dutch market based on information from manufacturers
A Havermans, E J Z Krusemann, J Pennings, K de Graaf, S Boesveldt, R Talhout
- 63 LGBT young adults' awareness of and receptivity to the *This Free Life* tobacco public education campaign
J Guillory, E Crankshaw, M C Farrelly, I Alam, L Fiacco, L Curry, L Hoffman, O Ganz, J Delahanty
- 71 Association between electronic cigarette use and smoking cessation in the European Union in 2017: analysis of a representative sample of 13 057 Europeans from 28 countries
K E Farsalinos, A Barbouri
- 77 Policy options for endgame planning in tobacco control: a simulation modelling study
A Skinner, P Walker, J-A Atkinson, R Whitehead, T Roselli, M West, M Bright, M Heffernan, G McDonnell, L Veerman, A Prodan, D P Thomas, S Burton
- 84 Inequities in tobacco advertising exposure among young adult sexual, racial and ethnic minorities: examining intersectionality of sexual orientation with race and ethnicity
A S L Tan, E P Hanby, A Sanders-Jackson, S Lee, K Viswanath, J Potter
- 94 Costs of vaping: evidence from ITC Four Country Smoking and Vaping Survey
K-W Cheng, C Shang, H M Lee, F J Chaloupka, G T Fong, R Borland, B W Heckman, S C Hitchman, R J O'Connor, D T Levy, K M Cummings

 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 online under the BMJ Journals open access scheme. See <http://authors.bmj.com/open-access>

 This journal is a member of and subscribes to the principles of the Committee on Publication Ethics
Member since 2008
JMI0021
www.publicationethics.org

 **recycle**
When you have finished with this please recycle it

- 98** Cigarette and cigar sales in Hawaii before and after implementation of a Tobacco 21 Law
R Glover-Kudon, D G Gammon, T Rogers, E M Coats, B Loomis, L Johnson, M Welton, R Lavinghouze

- 103** Impact of e-cigarette use among a cohort of American Indian cigarette smokers: associations with cigarette smoking cessation and cigarette consumption
A L Comiford, D A Rhoades, P Spicer, J D Dvorak, K Ding, T L Wagener, M P Doescher

Brief reports

- 108** Role of flavours in vaping uptake and cessation among New Zealand smokers and non-smokers: a cross-sectional study
P Gendall, J Hoek

- 111** Associations between cigarette prices and consumption in Europe 2004–2014



OPEN ACCESS

A A Lavery, C Millett, F T Filippidis

Industry watch

- 114** Hookah home delivery: an emerging public health issue
M Ebrahimi Kalan, A Rahman, P Gautam, Z Ben Taleb

Letter

- 117** Public support for introducing cigarette pack inserts in Australia
E Brennan, E Ilchenko, S J Durkin, M A Wakefield