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 Heßler, 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 Barlow, A McNeil, S C Hitchman

24 Cigarette smokers’ concurrent use of smokeless tobacco: dual use patterns and nicotine exposure
N J Feliciano, 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 Blank, L Popova, J Hook

36 Price smoking participation elasticity in Colombia: estimates by age and socioeconomic level
J M Gallego, S Otlhalo-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

January 2021 Volume 30 Issue 1

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 Havermann, E J Z Kriësman, J Pennings, K de Graaf, S Bosveldt, R Tallett

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, I 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 Barbouni

77 Policy options for endgame planning in tobacco control: a simulation modelling study

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
<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>98</td>
<td>Cigarette and cigar sales in Hawaii before and after implementation of a Tobacco 21 Law</td>
<td>R Glover-Kudon, D G Gammon, T Rogers, E M Coats, B Loomis, I Johnson, M Welton, R Lavinghouze</td>
</tr>
<tr>
<td>103</td>
<td>Impact of e-cigarette use among a cohort of American Indian cigarette smokers: associations with cigarette smoking cessation and cigarette consumption</td>
<td>A L Comiford, D A Rhoades, P Spicer, J D Dvorak, K Ding, T L Wagenet, M P Doescher</td>
</tr>
<tr>
<td>108</td>
<td>Role of flavours in vaping uptake and cessation among New Zealand smokers and non-smokers: a cross-sectional study</td>
<td>P Gendall, J Hook</td>
</tr>
<tr>
<td>111</td>
<td>Associations between cigarette prices and consumption in Europe 2004–2014</td>
<td>A A Laverty, C Millet, F T Filippidis</td>
</tr>
<tr>
<td>114</td>
<td>Hookah home delivery: an emerging public health issue</td>
<td>M Ebrahimi Kalan, A Rahman, P Gautam, Z Ben Taleb</td>
</tr>
<tr>
<td>117</td>
<td>Public support for introducing cigarette pack inserts in Australia</td>
<td>E Brennan, E Ilchenko, S J Durkin, M A Wakefield</td>
</tr>
</tbody>
</table>

**Industry watch**

<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
</table>

**Letter**

<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
</table>