



Cover credit: California Tobacco Control Program.

Contents

Editorial

- e1** Co-optation of harm reduction by Big Tobacco
T Dewhirst

Original research

- e4** Analysis of submissions to the EU's public consultation on tobacco traceability and security features
OPEN ACCESS
A W A Gallagher, K Evans-Reeves, A Joshi, J Hatchard, A B Gilmore
- e10** Successful countering of tobacco industry efforts to overturn Thailand's ENDS ban
R Patanavanich, S Glantz
- e20** Tobacco industry targeting of health-conscious youth with 'lighter' cigarettes: the case of Singapore
Y van der Eijde, G P P Tan
- e27** Quantile regression of tobacco tax pass-through in the UK 2013–2019. How have manufacturers passed through tax changes for different tobacco products?
OPEN ACCESS
L B Wilson, R Pryce, R Hiscock, C Angus, A Brennan, D Gillespie

Brief reports

- e33** Influencer prevalence and role on cigar brand Instagram pages
M A Navarro, E K O'Brien, O Ganz, L Hoffman
- e37** Switching stories: user testimonials on juul.com continue to contradict JUUL's switch ≠ cessation narrative
J G Patterson, D T LaPol, A R Miranda, P J Zettler, M Berman, M E Roberts, B Keller-Hamilton, A K Ferketich
- e41** Vape shop and consumer activity during COVID-19 non-essential business closures in the USA
C J Berg, R Callanan, T O Johnson, N C Schliecher, S Sussman, T L Wagener, M Meaney, L Henriksen

November 2021 Volume 30 Issue e1

- e45** Smokeless tobacco products, supply chain and retailers' practices in England: a multimethods study to inform policy
F Siddiqui, T Khan, A Readshaw, R Croucher, M Dockerell, C Jackson, M Kanaan, J McCambridge, A McNeill, S Parrott, A Sheikh, K Siddiqi
- e50** Two tobacco retailer programmes in Banyuwangi, Indonesia: a qualitative study
EDITOR'S CHOICE
E A Azzahro, D M S K Dewi, S I Puspikawati, R P Handayani, G Ayodya, A Ridoi Y Prayogi, S K Sebayang

Ad watch

- e56** Exploitation of the COVID-19 pandemic by e-cigarette marketers
D Ramamurthi, C Chau, R K Jackler
- e60** Ad Watch: 'Unstoppable' VUSE Alto TV Spot Closely Mirrors 'Nicotine Addiction Checks' on TikTok
K L Marynak, M Moran

Industry watch

- e62** Tobacco legislation reform and industry response in Israel
Y Bar-Zeev, C J Berg, S Kislev, H H Geva, E Godinger, L Abrams, H Levine

Special communication

- e65** Paying lip service to publication ethics: scientific publishing practices and the Foundation for a Smoke-Free World
OPEN ACCESS
T Legg, M Legendre, A B Gilmore

Commentary

- e73** Under the influence
R Maddox, P M Ling, B-J Hardy, M Daube



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
JM00021 www.publicationethics.org



When you have finished with this please recycle it