



Cover credit: California Department of Public Health.

Contents

Editorial

- 593 What ifs: and what now?
R E Malone

News analysis

- 595 Worldwide news and comment
K Evans-Reeves, J Baker

Original research

- 597 Secondhand smoke exposure and oral cancer risk: a systematic review and meta-analysis
L C Mariano, S Warnakulasuriya, K Straif, L Monteiro

- 608 Framework for the public health assessment of electronic cigarettes
E Banks, M Martin, M Harris

- 615 Impact of COVID-19 lockdown on smoking consumption in a large representative sample of Italian adults
G Carreras, A Lugo, C Stival, A Amerio, A Odone, R Pacifici, S Gallus, G Gorini

- 623 Illicit tobacco trade: empty pack survey in eight Argentinean cities
M E Pizarro, G Giacobone, C Shammah, M Stoklosa

- 630 JUUL 'new technology' pods exhibit greater electrical power and nicotine output than previous devices
E Karam, S Talih, R Salman, R El-Hage, N Karaoghlanian, A El-Hellani, N Saliba, A Shihadeh

- 635 Illicit cigarette trade in the cities of Pakistan: comparing findings between the consumer and waste recycle store surveys
A Khan, F Dobbie, K Siddiqi, S Ansaari, S M Abdullah, R Iqbal, Z Khan, S Sohail, M Kanaan, R Huque, Z Islam, M Boeckmann, H Ross

- 642 Tool to monitor tobacco control policy implementation: the Tobacco Control Scale in Latin America. Adaptation process and pilot study
A Felio, C Martinez, A Peruga, L Joossens, E Bianco, M Cornejo, S O Nogueira, E Fernández

- 649 'It brings light to what you really put into your body': a focus group study of reactions to messages about nicotine reduction in cigarettes
H T Duong, E E Loud, J F Thrasher, K C Henderson, D L Ashley, L Popova

September 2022 Volume 31 Issue 5

Brief reports

- 655 Promoting corporate image or preventing underage use? Analysis of the advertising strategy and expenditures of the JUUL parent education for youth vaping prevention campaign
G Kostygina, G Szczypka, L Czaplicki, M Borowiecki, R Ahn, B Schillo, S L Emery

- 659 Sources of flavoured e-cigarettes among California youth and young adults: associations with local flavoured tobacco sales restrictions
S M Gaiha, L Henriksen, B Halpern-Felsher, T Rogers, A L Feld, J Gaber, E Andersen-Rodgers

- 663 Oral nicotine marketing claims in direct-mail advertising
L Czaplicki, M Patel, B Rahman, S Yoon, B Schillo, S W Rose

- 667 Electrical features, liquid composition and toxicant emissions from 'pod-mod'-like disposable electronic cigarettes
S Talih, R Salman, E Soule, R El-Hage, E Karam, N Karaoghlanian, A El-Hellani, N Saliba, A Shihadeh

- 671 Evidence of cushioning of tobacco tax increases in large retailers in Australia
M Bayly, M Scollo, M A Wakefield

Ad watch

- 675 'Help Save The Planet One Bidi Stick At A Time!': greenwashing disposable vapes
K Heley, L Czaplicki, R D Kennedy, M Moran

- 679 Natural American Spirit cigarettes are marketed as 'made different': the role of brand positioning and differentiation
T Dewhirst

- 683 White Owl launches sweepstakes to promote new dessert-flavoured cigar
Z Safi, O Ganz, D P Giovenco, C Delnevo, M J Lewis


Industry watch

- 685 New products that facilitate stealth vaping: the case of SLEAV
A Dormanesh, J-P Allem

- 687 Industry manipulation of pictorial health warning labels in Pakistan
E Crespi, M Iacobelli, K Welding, S Saraf, K Clegg Smith, J E Cohen

Electronic page

- e1 Correction: *Thoughts on neologisms and pleonasm in scientific discourse and tobacco control*

 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

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