

Review of: "Switching Away From Smoking and Reduction in Cigarette Consumption among US Adult Purchasers of the JUUL System across 24 Months Including Diverse Subpopulations Disproportionately Affected by Cigarette Smoking"

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Potential competing interests: Current employee of Reynolds American, an independent subsidiary of the British American Tobacco Group.

Insightful and well-written article about tobacco use patterns among JUUL purchasers over a two-year follow-up period. The large sample size, longer follow-up period, as well as leveraging a population of purchasers (rather than individuals new to the product and incentivized to use it) are positive points. While the JUUL system has received a significant amount of public criticism for varied reasons, the results from this study indicate that JUUL use may play a role in smoking reduction and cessation even among vulnerable populations.