

Review of: "Randomized Experimental Test of a Reduced-Exposure Message for an E-cigarette: Comprehension and Related Misperceptions"

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Potential competing interests: No potential competing interests to declare.

This manuscript reports an online study to evaluate comprehension of e-cigarette with and without exposure to the exposure-reduction message in 4 groups of adults: smokers, dual users, former smokers, and never smokers. The result suggests that the exposure-reduction message tested was generally understood and facilitated respondents' understanding that e-cigarette is intended for smokers, and not for non-users of tobacco.

The manuscript is well written and clear, and I suggest some modifications that the authors can make before the publication.

Comments:

- It is unclear what is meant by "100+ ENDS uses" in Table 1, so it is better to write more details (such as "100+ puffs" or "100+ times").
- Does this mean that the 'Participant Debriefing Statement' in the supplementary material was not exposed to participants during the evaluation? If so, these messages generally appear on the packaging (etc.) of such as tobacco and/or nicotine-containing products, so it would be good if you could describe any reasons why you did not expose them to participants in this study.