

# 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.

The overall look and feel is rather good. Most of the conclusions work. Some of the data and its combination is really valuable. But I have 2 point that weighs in on the negative:

- This study is a validation of a claim that has been performed by the entity to profit from the outcome. There is no independent oversight and review of the raw data. Hypothetically the data could be completely falsified / anything could be written without a way to find this out. Hiding data availability by citing data protection constraints seems a bit disingenious as there are ways to anonymise data (*Due to the nature of the research, due to legal and commercial reasons, supporting data is not available.*)

There was some kind of an issue in recruitment but it was not described in detail:

- *However, a programming error impeded enforcement of these quotas early in recruitment, causing Former Users and Never Users – the most numerous groups in the population – to exceed their quotas and deviate from demographic quotas.* wich makes it very difficult to understand what impact it really has on the data.

And finally an inconsistency of affiliation. In the authors details field the JUUL employees were said to be located in San Francisco, at the end of the Abstract the location was given as Washington D.C.