

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 study in question is based on manipulated hypotheses. The direct comparison of the quantity of chemicals in conventional cigarettes with electronic nicotine delivery systems (ENDS) is not the sole consideration when assessing harm reduction. Indeed, ENDS contain substances that have not been fully studied from an epidemiological standpoint, and this is a significant limitation.

It is true that the absence of combustion in ENDS reduces the presence of many harmful chemicals found in tobacco smoke. However, the presence of other substances in vaporizers, such as solvents, flavorings, and chemicals used in the production of liquids, raises concerns and underscores the ongoing need for research.

The scientific community is continually evolving in its understanding of the risks associated with ENDS.

The body of evidence is very robust in demonstrating that smoking cessation, which includes treating nicotine dependence, is the most impactful strategy in reducing morbidity and mortality in health.

Therefore, efforts should be focused on improving the effectiveness of smoking cessation treatment, and in this regard, we can contribute^[1]. This is the best strategy to completely undermining the argument that electronic devices should be used for smoking cessation. Those who make this switch maintain nicotine dependence and continue using these products.

The epidemic of new e-cigarette users among young people is a global public health concern. The intense and early nicotine dependence often associated with the use of these devices poses a significant challenge to public health, especially considering the difficulties that young individuals face when trying to quit.

Exactly, the widespread promotion of the "safety concept" associated with ENDS has caused the largest epidemic of consumption among young people, especially in countries that allow the commercialization of these products without certainty about the real health impact, which we can already perceive as tragic. Considering the alarming prevalence of new consumers and the tons of electronic waste produced, it substantiates the rampant consumption.

It is crucial for the scientific community, regulators, and healthcare professionals to take these factors into account when evaluating studies and messages related to ENDS. Transparency in disclosing conflicts of interest and the promotion of

independent research are essential to ensure that the provided information is reliable and not influenced by commercial interests.

References

1. [^] Jaqueline Scholz, Tania Abe, Patricia Gaya, Bianca Bellini, et al. (2021). Cue restricted smoking increases quit rates with varenicline. *Tob. Prev. Cessation*, vol. 7 (May), 1-10. doi:10.18332/tpc/133570.