

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 novel paper addresses a commonly asked question whether ENDS products are more or less harmful than tobacco smoking regarding health outcomes. It is important that a large number of participants has been included in the study, and regarding demographic characteristics, they are quite equally distributed to all 4 arms. It is also important that 17.2% of Smokers, 9.5% of Dual Users, 18.4% of Former Users, and 13.0% of Never Users misinterpreted the message that switching would result in no exposure to harmful chemicals and there is a lot to be done by medical societies in order to assess this misinterpretation to smokers and general population. However, as it is mandatory to be said in the limitations' part, there was no involvement of industry in this study. In a few words, there are no other things to comment on and I think that this is acceptable for publication.