

# Tobacco in Australia

## Facts & Issues

---

### Relevant news and research

#### 18B.2 Advertising and promotion

*Last updated January 2021*

Research: .....	2
18B.2.1 Content of e-cigarette advertisements .....	6
18B.2.2 Effects of e-cigarette advertising on adults .....	15
18B.2.3 Effects of e-cigarette advertising on children.....	17
18B.2.4 Retailing of e-cigarettes.....	22
18B.2.5 Packaging of E-cigarettes.....	25
News reports:.....	26
18B.2.1 Content of e-cigarette advertisements .....	30
18B.2.2 Effects of e-cigarette advertising on adults .....	37
18B.2.3 Effects of e-cigarette advertising on children.....	38
18B.2.4 Retailing of e-cigarettes.....	39

## Research:

Marynak, KL, & Moran, M. (2020). Ad Watch: 'Unstoppable' VUSE Alto TV Spot Closely Mirrors 'Nicotine Addiction Checks' on TikTok. *Tobacco Control*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33093188>

Seidenberg, AB, Popova, L, Ashley, DL, & Wackowski, OA. (2020). Inferences beyond a claim: a typology of potential halo effects related to modified risk tobacco product claims. *Tob Control*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33046582>

Chen, Y, Sun, S, Zhao, X, Zhou, H, & Wang, F. (2020). Objective Facts or Misleading Hype? Associations between Features of E-Cigarette Marketing and Sales on a Chinese E-Commerce Platform. *Int J Environ Res Public Health*, 17(18). Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/32942615>

Murphy, J Hsieh, YP, Wenger, M Kim, AE, & Chew, R. (2019). Supplementing a survey with respondent Twitter data to measure e-cigarette information exposure. *Inf Commun Soc*, 22(5), 622-636. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/32982569>

Pokhrel, P, Ing, C, Kawamoto, CT, Laestadius, L, Buente, W, & Herzog, TA. (2020). Social media's influence on e-cigarette use onset and escalation among young adults: What beliefs mediate the effects? *Addict Behav*, 112, 106617. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/32911352>

Massey, ZB, Brockenberry, LO, & Harrell, PT. (2020). Vaping, smartphones, and social media use among young adults: Snapchat is the platform of choice for young adult vapers. *Addict Behav*, 112, 106576. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/32768796>

Amin, S, Dunn, AG, & Laranjo, L. (2020). Exposure to e-cigarette information and advertising in social media and e-cigarette use in Australia: A mixed methods study. *Drug and Alcohol Dependence*, 213, 108112. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32574981>

Fahey, MC, Krukowski, RA, Talcott, GW, & Little, MA. (2020). JUUL targets military personnel and veterans. *Tob Control*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32398271>

Ali, FRM, Marynak, KL, Kim, Y, Binns, S, Emery, SL, Gomez, Y, & King, BA. (2020). E-cigarette advertising expenditures in the United States, 2014-2018. *Tob Control*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32108086>

Wagoner, KG, Reboussin, DM, King, JL, Orlan, E, Cornacchione Ross, J, & Sutfin, EL. (2019). Who Is Exposed to E-Cigarette Advertising and Where? Differences between Adolescents, Young Adults and Older Adults. *Int J Environ Res Public Health*, 16(14). Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31315189>

Moran, MB, Chen-Sankey, JC, Tan, AS, Soneji, S, Lee, SJ, & Choi, K. Sources of Awareness of JUUL E-cigarettes in 2 Surveys of Adults in the United States. *Am J Health Behav*, 2019. 43(2), 279-286. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30808468>

Collins L, Glasser AM, Abudayyeh H, Pearson JL, and Villanti AC. E-cigarette marketing and communication: How e-cigarette companies market e-cigarettes and the public engages with e-cigarette information. *Nicotine & Tobacco Research*, 2019; 21(1):14–24. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29315420>

Zhou J, Zhang Q, Zeng DD, and Tsui KL. Influence of flavors on the propagation of e-cigarette-related information: Social media study. *JMIR Public Health Surveill*, 2018; 4(1):e27. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29572202>

Yang Q, Sangalang A, Rooney M, Maloney E, Emery S, et al. How is marijuana vaping portrayed on youtube? Content, features, popularity and retransmission of vaping marijuana youtube videos. *J Health Commun*, 2018:1-10. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29533139>

Wang TW, Coats EM, Gammon DG, Loomis BR, Kuiper NM, et al. National and state-specific unit sales and prices for electronic cigarettes, united states, 2012-2016. *Preventing Chronic Disease*, 2018; 15:E99. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30073948>

Wadsworth E, McNeill A, Li L, Hammond D, Thrasher JF, et al. Reported exposure to e-cigarette advertising and promotion in different regulatory environments: Findings from the international tobacco control four country (itc-4c) survey. *Preventive Medicine*, 2018; 112:130-7. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29678615>

Timberlake DS, Nikitin D, Garcia-Cano J, Cino S, Savkina M, et al. Linking the content to demographic reach of online advertising of electronic nicotine delivery systems. *Tobacco Control*, 2018; 27(4):463-9. Available from: <http://tobaccocontrol.bmj.com/content/tobaccocontrol/27/4/463.full.pdf>

Tan ASL, Rees VW, Rodgers J, Agudile E, Sokol NA, et al. Effects of exposure to anti-vaping public service announcements among current smokers and dual users of cigarettes and electronic nicotine delivery systems. *Drug and Alcohol Dependence*, 2018; 188:251-8. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29793189>

Sun S, Veltri GA, and Wang F. Representations of electronic cigarettes in chinese media. *BMC Public Health*, 2018; 18(1):727. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29895266>

Flint SW and Jones AW. The irresponsible promotion of e-cigarettes and swaptober. *The Lancet Respiratory Medicine*, 2018; 6(1):e3–e4. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29217461>

Ben Taleb Z and Ebrahimi Kalan M. World vapor expo 2017: E-cigarette marketing tactics. *Tobacco Control*, 2018; 27(e1):e81–e2. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29540557>

Ayers JW, Dredze M, Leas EC, Caputi TL, Allem JP, et al. Next generation media monitoring: Global coverage of electronic nicotine delivery systems (electronic cigarettes) on bing, google and twitter, 2013-2018. *PLoS ONE*, 2018; 13(11):e0205822. Available from: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6214510/pdf/pone.0205822.pdf>

Yang JS, Wood MM, and Peirce K. In-person retail marketing claims in tobacco and e-cigarette shops in southern california. *Tobacco Induced Diseases*, 2017; 15:28. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28638314>

Williams R, Derrick J, Liebman A, and LaFleur K. Content analysis of e-cigarette products, promotions, prices and claims on internet tobacco vendor websites, 2013-2014. *Tobacco Control*, 2017. Available from: <http://tobaccocontrol.bmj.com/content/early/2017/10/23/tobaccocontrol-2017-053762>

Wan N, Siahpush M, Shaikh RA, McCarthy M, Ramos A, et al. Point-of-sale e-cigarette advertising among tobacco stores. *Journal of Community Health*, 2017. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28488037>

Rousu MC, O'Connor R, and Corrigan J. Effect of brand and advertising medium on demand for e-cigarettes: Evidence from an experimental auction. *Preventive Medicine Reports*, 2017; 7:11-5. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28540162>

Reinhold B, Fischbein R, Bhamidipalli SS, Bryant J, and Kenne DR. Associations of attitudes towards electronic cigarettes with advertisement exposure and social determinants: A cross sectional study. *Tobacco Induced Diseases*, 2017; 15:13. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28289369>

Rath JM, Teplitzskaya L, Williams VF, Pearson JL, Vallone DM, et al. Correlates of e-cigarette ad awareness and likeability in u.S. Young adults. *Tobacco Induced Diseases*, 2017; 15:22. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28396620>

Pokhrel P, Fagan P, Herzog TA, Schmid S, Kawamoto CT, et al. Comparison of measures of e-cigarette advertising exposure and receptivity. *Tob Regul Sci*, 2017; 3(4):424-34. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29516028>

Pierce JP, Sargent JD, White MM, Borek N, Portnoy DB, et al. Receptivity to tobacco advertising and susceptibility to tobacco products. *Pediatrics*, 2017. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28562266>

Pasch KE, Nicksic NE, Opara SC, Jackson C, Harrell MB, et al. Recall of point-of-sale marketing predicts cigar and e-cigarette use among texas youth. *Nicotine & Tobacco Research*, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29069425>

Marynak KL, Gammon DG, Rogers T, Coats EM, Singh T, et al. Sales of nicotine-containing electronic cigarette products: United states, 2015. *American Journal of Public Health*, 2017; 107(5):702–5. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28323467>

Lienemann BA, Unger JB, Cruz TB, and Chu KH. Methods for coding tobacco-related twitter data: A systematic review. *Journal of Medical Internet Research*, 2017; 19(3):e91. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28363883>

Lee JGL, Orlan EN, Sewell KB, and Ribisl KM. A new form of nicotine retailers: A systematic review of the sales and marketing practices of vape shops. *Tobacco Control*, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29208738>

Lazard AJ, Wilcox GB, Tuttle HM, Glowacki EM, and Pikowski J. Public reactions to e-cigarette regulations on twitter: A text mining analysis. *Tobacco Control*, 2017. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28341768>

Kong AY, Eaddy JL, Morrison SL, Asbury D, Lindell KM, et al. Using the vape shop standardized tobacco assessment for retail settings (v-stars) to assess product availability, price promotions, and messaging in new hampshire vape shop retailers. *Tob Regul Sci*, 2017; 3(2):174-82. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29201950>

Kirkpatrick MG, Cruz TB, Goldenson NI, Allem J-P, Chu K-H, et al. Electronic cigarette retailers use pokémon go to market products. *Tobacco Control*, 2017; 26(e2):e145-e7. Available from: <http://tobaccocontrol.bmj.com/content/tobaccocontrol/26/e2/e145.full.pdf>

Johnson Shen M, Banerjee SC, Greene K, Carpenter A, and Ostroff JS. A content analysis of unique selling propositions of tobacco print ads. *American Journal of Health Behavior*, 2017; 41(2):194-203. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28452697>

Jeong M. Sharing tobacco and e-cigarette information: Predicting its occurrence and valence among youth and young adults. *Health Commun*, 2017:1-10. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28622008>

Hudmon KS, Elkhadragy N, Kusynová Z, Besançon L, Brock TP, et al. Global sale of tobacco products and electronic nicotine delivery systems in community pharmacies. *Tobacco Control*, 2017; 26(e2):e127-e9. Available from: <http://tobaccocontrol.bmj.com/content/tobaccocontrol/26/e2/e127.full.pdf>

Hebert ET, Vandewater EA, Businelle MS, Harrell MB, Kelder SH, et al. Feasibility and reliability of a mobile tool to evaluate exposure to tobacco product marketing and messages using ecological momentary assessment. *Addictive Behaviors*, 2017; 73:105-10. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28500906>

Haardorfer R, Cahn Z, Lewis M, Kothari S, Sarmah R, et al. The advertising strategies of early e-cigarette brand leaders in the united states. *Tob Regul Sci*, 2017; 3(2):222-31. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29392167>

Gentina E, Kilic D, and Dancoine PF. Distinctive role of opinion leaders in the social networks of school adolescents: An investigation of e-cigarette use. *Public Health*, 2017; 144:109-16. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28274370>

Filippidis FT, Laverty AA, Fernandez E, Mons U, Tigova O, et al. Correlates of self-reported exposure to advertising of tobacco products and electronic cigarettes across 28 european union member states. *Tobacco Control*, 2017; 26(e2):e130-e3. Available from: <http://tobaccocontrol.bmj.com/content/tobaccocontrol/26/e2/e130.full.pdf>

Dai H, Hao J, and Catley D. Studies on vape shop density, a response from the authors. *Nicotine & Tobacco Research*, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29065192>

Chacon VRM, Arriaza ABM, Cavazos PP, and Barnoya JMM. Availability, price, and packaging of electronic cigarettes and e-liquids in guatemala city retailers. *Nicotine & Tobacco Research*, 2017. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28371843>

Cantrell J, Ganz O, Emelle B, Moore R, Rath J, et al. Mobile marketing: An emerging strategy to promote electronic nicotine delivery systems. *Tobacco Control*, 2017; 26(e2):e1-e3. Available from: <http://tobaccocontrol.bmj.com/content/tobaccocontrol/26/e2/e1.full.pdf>

Alcala HE, Sharif MZ, and Morey BN. Misplaced trust: Racial differences in use of tobacco products and trust in sources of tobacco health information. *Nicotine & Tobacco Research*, 2017. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28387825>

White V and Williams T. Australian secondary school students' use of tobacco, alcohol, and over-the-counter and illicit substances in 2014. Canberra: Centre for Behavioural Research in Cancer, Cancer Council Victoria, 2016. Available from: [http://www.nationaldrugstrategy.gov.au/internet/drugstrategy/Publishing.nsf/content/E9E2B337CF94143CCA25804B0005BEAA/\\$File/National-report\\_ASSAD\\_2014.pdf](http://www.nationaldrugstrategy.gov.au/internet/drugstrategy/Publishing.nsf/content/E9E2B337CF94143CCA25804B0005BEAA/$File/National-report_ASSAD_2014.pdf).

Kim AE, Loomis B, Rhodes B, Eggers ME, Liedtke C, et al. Identifying e-cigarette vape stores: Description of an online search methodology. *Tobacco Control*, 2016; 25(e1):e19–e23. Available from: <http://tobaccocontrol.bmj.com/content/25/e1/e19.abstract>

Brame LS, Mowls DS, Damphousse KE, and Beebe LA. Electronic nicotine delivery system landscape in licensed tobacco retailers: Results of a county-level survey in Oklahoma. *BMJ Open*, 2016; 6(6):e011053. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27266774>

Loomis BR, Rogers T, King BA, Dench DL, Gammon DG, et al. National and state-specific sales and prices for electronic cigarettes—U.S., 2012–2013. *American Journal of Preventive Medicine*, 2015. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26163173>

Kim AE, Loomis B, Rhodes B, Eggers ME, Liedtke C, et al. Identifying e-cigarette vape stores: Description of an online search methodology. *Tobacco Control*, 2015. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26205913>

### *18B.2.1 Content of e-cigarette advertisements*

Sun, L, Tao, C, Xie, Z, & Li, D. (2020). Promotion of Disposable Electronic Cigarette Flavors and Topics on Twitter. *Int J Environ Res Public Health*, 17(24). Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33321714>

Coban, T, Incesoy, AC, Demir, B, Karabiber, E, Gul, O, Coban, O et al (2020). Evaluation of Tobacco Product-Selling Websites Accessed Using Search Engines. *Turk Thorax J*, 21(6), 377-382. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33352092>

Hoetger, C, Wall, CSJ, Rudy, AK, Nicksic, NE, Bhatt, SM, Sey, NYA et al (2020). Content appealing to youth and spend characteristics of electronic cigarette video advertisements. *J Public Health (Oxf)*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33300577>

Gao, Y, Xie, Z, Sun, L, Xu, C, & Li, D. (2020). Electronic Cigarette-Related Contents on Instagram: Observational Study and Exploratory Analysis. *JMIR Public Health Surveill*, 6(4), e21963. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33151157>

Klein, EG, Czaplicki, L, Berman, M, Emery, S, & Schillo, B. (2020). Visual Attention to the Use of #ad versus #sponsored on e-Cigarette Influencer Posts on Social Media: A Randomized Experiment. *J Health Commun*, 1-6. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33238805>

McCausland, K, Maycock, B, Leaver, T, Wolf, K, Freeman, B, Thomson, K, & Jancey, J. (2020). E-Cigarette Promotion on Twitter in Australia: Content Analysis of Tweets. *JMIR Public Health Surveill*, 6(4), e15577. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33151159>

Meacham, MC Vogel, EA, & Thrul, J. (2020). Vaping-Related Mobile Apps Available in the Google Play Store After the Apple Ban: Content Review. *J Med Internet Res*, 22(11), e20009. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33185565>

McCausland, K, Maycock, B, Leaver, T, Wolf, K, Freeman, B, & Jancey, J. (2020). E-Cigarette Advocates on Twitter: Content Analysis of Vaping-Related Tweets. *JMIR Public Health and Surveillance*, 6(4), e17543. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33052130>

Spillane, TE Wong, B.A, & Giovenco, DP. (2020). Content analysis of instagram posts by leading cannabis vaporizer brands. *Drug Alcohol Depend*, 108353. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33109462>

Tan, ASL, & Weinreich, E. (2020). #PuffBar: how do top videos on TikTok portray Puff Bars? *Tob Control*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/32934090>

Dormanesh, A, Kirkpatrick, MG, & Allem, JP. (2020). Content Analysis of Instagram Posts From 2019 With Cartoon-Based Marketing of e-Cigarette-Associated Products. *JAMA Pediatr*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/32687566>

Struik, LL, Dow-Fleisner, S, Belliveau, M, Thompson, D, & Janke, R. (2020). Tactics for drawing youth to vaping: A content analysis of e-cigarette advertisements. *J Med Internet Res*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/32663163>

Public Health England should stop promoting electronic cigarettes and vaping. (2020). *Arch Dis Child*, 105(5), 481. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32303536>

Kim, Y, Emery, SL, Vera, L, David, B, & Huang, J. (2020). At the speed of Juul: measuring the Twitter conversation related to ENDS and Juul across space and time (2017-2018). *Tob Control*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32198278>

O'Brien, EK, Hoffman, L, Navarro, MA, & Ganz, O. (2020). Social media use by leading US e-cigarette, cigarette, smokeless tobacco, cigar and hookah brands. *Tob Control*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32217772>

Chen, T, Gentry, S, Qiu, D, Deng, Y, Notley, C, Cheng, G, & Song, F. (2020). Online Information on Electronic Cigarettes: Comparative Study of Relevant Websites From Baidu and Google Search Engines. *J Med Internet Res*, 22(1), e14725. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32012069>

Peace, MR, Smith, ME, & Poklis, JL. (2020). The Analysis of Commercially Available Natural Products Recommended for use in Electronic Cigarettes. *Rapid Commun Mass Spectrom*, e8771. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32110843>

Kim, M, Olson, S, Jordan, JW, & Ling, PM. (2020). Peer crowd-based targeting in E-cigarette advertisements: a qualitative study to inform counter-marketing. *BMC Public Health*, 20(1), 32. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31969114>

Seitz, CM, Orsini, MM, Jung, G, & Butler, K. (2020). Cartoon images on e-juice labels: A descriptive analysis. *Nicotine and Tobacco Research*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31996912>

Bateman, J, Robertson, L, Marsh, L, Cameron, C, & Hoek, J. (2019). An analysis of e-cigarette marketing in New Zealand tobacco retail outlets prior to legislative change. *Nicotine Tob Res*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31811294>

Chiel, L, Kass, A, & Casey, A. (2019). An old flame: The e-cigarette industry advertises, addicts, and challenges scientific evidence using the cigarette industry playbook. *Pediatr Pulmonol*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31860785>

Alpert, JM, Jaisle, A, & Chen, H. (2019). A content analysis of the promotional strategies employed by e-cigarette brands on Twitter. *Health Mark Q*, 36(4), 307-321. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31696789>

Gurram, N, Thomson, G, Wilson, N, & Hoek, J. (2019). Electronic cigarette online marketing by New Zealand vendors. *N Z Med J*, 132(1505), 20-33. Available from <https://www.ncbi.nlm.nih.gov/pubmed/31778369>

Havermans, A, Krusemann, EJZ, Pennings, J, de Graaf, K, Boesveldt, S, & Talhout, R. (2019). Nearly 20 000 e-liquids and 250 unique flavour descriptions: an overview of the Dutch market based on information from manufacturers. *Tob Control*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31685584>

Cross, K, Wu, J, Roberts, ME, & Ferketich, AK. (2019). The Relationship of the Terms Vape and E-Cigarette With Newspaper Content. *Am J Public Health*, e1-e3. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31415191>

Czaplicki, L, Kostygina, G, Kim, Y, Perks, SN, Szczyepka, G, Emery, SL et al. (2019). Characterising JUUL-related posts on Instagram. *Tob Control*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31266903>

Hoek, J, & Freeman, B. (2019). BAT(NZ) draws on cigarette marketing tactics to launch Vype in New Zealand. *Tob Control*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31315965>

Kong, G, LaVallee, H, Rams, A, Ramamurthi, D, & Krishnan-Sarin, S. (2019). Promotion of Vape Tricks on YouTube: Content Analysis. *J Med Internet Res*, 21(6), e12709. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31215510>

Majmundar, A, Kirkpatrick, M, Cruz, TB, Unger, JB, & Allem, JP. (2019). Characterising KandyPens-related posts to Instagram: implications for nicotine and cannabis use. *Tob Control*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31147484>

Wagoner, KG, Berman, M, Rose, SW, Song, E, Cornacchione Ross, J, Klein, EG et al. (2019). Health claims made in vape shops: an observational study and content analysis. *Tob Control*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31123104>

Nicksic, NE, Brosnan, PG, Chowdhury, N, Barnes, AJ, & Cobb, CO. (2019). "Think it. Mix it. Vape it.": A Content Analysis on E-Cigarette Radio Advertisements. *Subst Use Misuse*, 1-10. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30860933>



Fallin-Bennett, A, Aleshire, M, Scott, T, & Lee, YO. Marketing of e-cigarettes to vulnerable populations: An emerging social justice issue. *Perspect Psychiatr Care*, 2019. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30746718>

Keller-Hamilton, B, Roberts, ME, Slater, MD, Berman, M, & Ferketich, AK. Adolescent males' responses to blu's fake warnings. *Tob Control*, 2019. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30772827>

McCausland, K, Maycock, B, Leaver, T, & Jancey, J. The Messages Presented in Electronic Cigarette-Related Social Media Promotions and Discussion: Scoping Review. *J Med Internet Res*, 2019. 21(2), e11953. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30720440>

Basanez, T, Majmundar, A, Cruz, TB, Allem, JP, & Unger, JB. E-cigarettes Are Being Marketed as "Vitamin Delivery" Devices. *Am J Public Health*, 2019. 109(2), 194-196. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30649935>

Soule, EK, Sakuma, KK, Palafox, S, Pokhrel, P, Herzog, TA, Thompson, N, & Fagan, P. Content analysis of internet marketing strategies used to promote flavored electronic cigarettes. *Addict Behav*, 2019. 91, 128-135. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30606627>

Vandewater, EA, Clendennen, SL, Hebert, ET, Bigman, G, Jackson, CD, Wilkinson, AV, & Perry, CL. Whose Post Is It? Predicting E-cigarette Brand from Social Media Posts. *Tob Regul Sci*, 2018. 4(2), 30-43. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30662930>

The Advertising Standards Authority. Health claims and public health ads for e-cigarettes: Cap and bcap's evaluation of responses. ASA, UK 2018. Available from: <https://www.asa.org.uk/uploads/assets/uploaded/f70d4f52-487e-40ee-bc1536a9ca647a9c.pdf>.

Scaiola G, Bert F, Martorana M, Gili R, Thomas R, et al. Advertisement of electronic cigarettes in Italy: Characteristics of online videos and the most popular promotional messages. *Health Education Research*, 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30247572>

Paek HJ, Baek H, Lee S, and Hove T. Electronic cigarette themes on twitter: Dissemination patterns and relations with online news and search engine queries in south korea. *Health Commun*, 2018:1-9. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30372161>

O'Brien EK, Navarro MA, and Hoffman L. Mobile website characteristics of leading tobacco product brands: Cigarettes, smokeless tobacco, e-cigarettes, hookah and cigars. *Tobacco Control*, 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30166427>

Basanez T, Majmundar A, Cruz TB, and Unger JB. Vaping associated with healthy food words: A content analysis of twitter. *Addictive Behaviors Reports*, 2018; 8:147-53. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30320201>

Andrews JC, Mays D, Netemeyer RG, Burton S, and Kees J. Effects of e-cigarette health warnings and modified risk ad claims on adolescent e-cigarette craving and susceptibility. *Nicotine & Tobacco Research*, 2018:nty076-nty. Available from: <http://dx.doi.org/10.1093/ntr/nty076>

Yingst JM, Veldheer S, Hammett E, Hrabovsky S, and Foulds J. A method for classifying user-reported electronic cigarette liquid flavors. *Nicotine & Tobacco Research*, 2017. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28064201>

Williams RS, Derrick J, Liebman AK, and LaFleur K. Content analysis of e-cigarette products, promotions, prices and claims on internet tobacco vendor websites, 2013-2014. *Tobacco Control*, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29101294>

Wackowski OA and Lewis MJ. E-cigarette brand mocks tobacco control warning labels. *Tobacco Control*, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29170166>

Wackowski OA, Giovenco DP, Singh B, Lewis J, Teinberg MBS, et al. Content analysis of u.S. News stories about e-cigarettes in 2015 *Nicotine & Tobacco Research*, 2017. Available from: <https://academic.oup.com/ntr/article-abstract/doi/10.1093/ntr/ntx170/4061435/Content-analysis-of-U-S-news-stories-about-e?redirectedFrom=fulltext>

Sears CG, Walker KL, Hart JL, Lee AS, Siu A, et al. Clean, cheap, convenient: Promotion of electronic cigarettes on youtube. *Tob Prev Cessat*, 2017; 3. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/28725876>

Pulvers K, Sun JY, Zhuang YL, Holguin G, and Zhu SH. Internet-based advertising claims and consumer reasons for using electronic cigarettes by device type in the us. *Tob Regul Sci*, 2017; 3(4):516-24. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29104902>

Petrescu DC, Vasiljevic M, Pepper JK, Ribisl KM, and Marteau TM. What is the impact of e-cigarette adverts on children's perceptions of tobacco smoking? An experimental study. *Tobacco Control*, 2017; 26(4):421-7. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/27601455>

McCausland K, Maycock B, and Jancey J. The messages presented in online electronic cigarette promotions and discussions: A scoping review protocol. *BMJ Open*, 2017; 7(11):e018633. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29122804>

Lee HY, Lin HC, Seo DC, and Lohrmann DK. Determinants associated with e-cigarette adoption and use intention among college students. *Addictive Behaviors*, 2017; 65:102-10. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/27816034>

Kirkpatrick M, Cruz T, Goldenson N, Allem J, Chu K, et al. Electronic cigarette retailers use pokemon go to market products. *Tobacco Control*, 2017. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28044010>

Jackler RK and Ramamurthi D. Unicorns cartoons: Marketing sweet and creamy e-juice to youth. *Tobacco Control*, 2017; 26(4):471-5. Available from: <http://tobaccocontrol.bmj.com/content/tobaccocontrol/26/4/471.full.pdf>

Flint S and Jones A. The irresponsible promotion of e-cigarettes and swaptober. *The Lancet Respiratory Medicine*, 2017. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/29217461>

Dai H and Hao J. Geographic density and proximity of vape shops to colleges in the USA. *Tobacco Control*, 2017; 26(4):379-85. Available from: <http://tobaccocontrol.bmj.com/content/tobaccocontrol/26/4/379.full.pdf>

Chu K-H, Allem J-P, Cruz TB, and Unger JB. Vaping on instagram: Cloud chasing, hand checks and product placement. *Tobacco Control*, 2017; 26(5):575-8. Available from: <http://tobaccocontrol.bmj.com/content/tobaccocontrol/26/5/575.full.pdf>

Allem JP, Escobedo P, Cruz TB, and Unger JB. Vape pen product placement in popular music videos. *Addictive Behaviors*, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29128149>

Zarobkiewicz MK, Wozniakowski MM, Slawinski MA, Samborski PM, Wawryk-Gawda E, et al. Analysis of polish internet retail sites offering electronic cigarettes. *Rocz Panstw Zakl Hig*, 2016; 67(3):287-90. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27546326>

Yao T, Jiang N, Grana R, Ling PM, and Glantz SA. A content analysis of electronic cigarette manufacturer websites in china. *Tobacco Control*, 2016; 25(2):188–94. Available from: <http://tobaccocontrol.bmj.com/content/25/2/188.abstract>

Seidenberg AB, Jo CL, and Ribisl KM. Differences in the design and sale of e-cigarettes by cigarette manufacturers and non-cigarette manufacturers in the USA. *Tobacco Control*, 2016; 25(e1):e3–e5. Available from: <http://tobaccocontrol.bmj.com/content/25/e1/e3.abstract>

Ramamurthi D, Gall PA, Ayoub N, and Jackler RK. Leading-brand advertisement of quitting smoking benefits for e-cigarettes. *American Journal of Public Health*, 2016; 106(11):2057-63. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27631743>

Payne JD, Orellana-Barrios M, Medrano-Juarez R, Buscemi D, and Nugent K. Electronic cigarettes in the media. *Proc (Bayl Univ Med Cent)*, 2016; 29(3):280-3. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27365871>

Laverty AA, Vardavas CI, and Filippidis FT. Design and marketing features influencing choice of e-cigarettes and tobacco in the eu. *European Journal of Public Health*, 2016. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27471217>

Laestadius LI, Wahl MM, and Cho YI. #vapelifelife: An exploratory study of electronic cigarette use and promotion on instagram. *Substance Use and Misuse*, 2016:1-5. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27484191>

Krugman DM. Understanding the impact that marketing, advertising, and promotion have on adolescent e-cigarette behavior. *The Journal of Adolescent Health*, 2016; 59(6):609-11. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/27884299>

Kong AY, Derrick JC, Abrantes AS, and Williams RS. What is included with your online e-cigarette order? An analysis of e-cigarette shipping, product and packaging features. *Tobacco Control*, 2016. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27357936>

Kong A, Derrick J, Abrantes A, and Williams R. What is included with your online e-cigarette order? An analysis of e-cigarette shipping, product and packaging features. *Tobacco Control*, 2016. Available from: <http://tobaccocontrol.bmj.com/content/early/2016/06/29/tobaccocontrol-2016-053061?paper=1>

Kollath-Cattano C, Thrasher JF, Osman A, Andrews JO, and Strayer SM. Physician advice for e-cigarette use. *Journal of the American Board of Family Medicine*, 2016; 29(6):741-7. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28076257>

Klein EG, Berman M, Hemmerich N, Carlson C, Htut S, et al. Online e-cigarette marketing claims: A systematic content and legal analysis. *Tobacco Regulatory Science*, 2016; 2(3):252 – 62. Available from: <http://www.ingentaconnect.com/content/trsg/trs/2016/00000002/00000003/art00005>

Kavuluru R and Sabbir AK. Toward automated e-cigarette surveillance: Spotting e-cigarette proponents on twitter. *J Biomed Inform*, 2016. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26975599>

Jiang N, Ho SY, and Lam TH. Electronic cigarette marketing tactics in mainland china. *Tobacco Control*, 2016. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27071732>

Huang J, Kornfield R, and Emery SL. 100 million views of electronic cigarette youtube videos and counting: Quantification, content evaluation, and engagement levels of videos. *Journal of Medical Internet Research*, 2016; 18(3):e67. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26993213>

Giovenco DP, Casseus M, Duncan DT, Coups EJ, Lewis MJ, et al. Association between electronic cigarette marketing near schools and e-cigarette use among youth. *The Journal of Adolescent Health*, 2016. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27720358>

Dai H, Deem MJ, and Hao J. Geographic variations in electronic cigarette advertisements on twitter in the united states. *International Journal of Public Health*, 2016. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27742923>

Clark EM, Jones CA, Williams JR, Kurti AN, Norotsky MC, et al. Vaporous marketing: Uncovering pervasive electronic cigarette advertisements on twitter. *PLoS ONE*, 2016; 11(7):e0157304. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27410031>

Cantrell J, Emelle B, Ganz O, Hair EC, and Vallone D. Rapid increase in e-cigarette advertising spending as altria's markten enters the marketplace. *Tobacco Control*, 2016; 25(e1):e16–e8. Available from: <http://tobaccocontrol.bmj.com/content/25/e1/e16.short>

Basch CH, Mongiovi J, Hillyer GC, MacDonald Z, and Basch CE. Youtube videos related to e-cigarette safety and related health risks: Implications for preventing and emerging epidemic. *Public Health*, 2016. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26826891>

Basch CH, Mongiovi J, Hillyer GC, Ethan D, and Hammond R. An analysis of electronic cigarette and cigarette advertising in us women's magazines. *Int J Prev Med*, 2016; 7:103. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27688867>

Allem JP, Escobedo P, Chu KH, Soto DW, Cruz TB, et al. Campaigns and counter campaigns: Reactions on twitter to e-cigarette education. *Tobacco Control*, 2016. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26956467>

Yates K, Friedman K, Slater MD, Berman M, Paskett ED, et al. A content analysis of electronic cigarette portrayal in newspapers. *Tob Regul Sci*, 2015; 1(1):94–102. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26229974>

Williams RS, Derrick J, and Ribisl KM. Electronic cigarette sales to minors via the internet. *JAMA Pediatrics*, 2015; 169(3):e1563. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/25730697>

Williams RS. Vapecons: E-cigarette user conventions. *J Public Health Policy*, 2015; 36(4):440–51. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26424201>

Williams RJ and Knight R. Insights in public health electronic cigarettes: Marketing to hawai'i's adolescents. *Hawaii J Med Public Health*, 2015; 74(2):66–70. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/25755916>

Wang L, Zhan Y, Li Q, Zeng DD, Leischow SJ, et al. An examination of electronic cigarette content on social media: Analysis of e-cigarette flavor content on reddit. *International Journal of Environmental Research and Public Health*, 2015; 12(11):14916–35. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26610541>

Trumbo CW and Kim SJ. The effect of electronic cigarette advertising on intended use among college students. *Addictive Behaviors*, 2015; 46:77–81. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/25827334>

Smith DM, Bansal-Travers M, O'Connor RJ, Goniewicz ML, and Hyland A. Associations between perceptions of e-cigarette advertising and interest in product trial amongst us adult smokers and non-smokers: Results from an internet-based pilot survey. *Tobacco Induced Diseases*, 2015; 13(1):14. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26180523>

Romito LM, Hurwich RA, and Eckert GJ. A snapshot of the depiction of electronic cigarettes in youtube videos. *American Journal of Health Behavior*, 2015; 39(6):823–31. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26450550>

Ramamurthi D, Fadadu RP, and Jackler RK. Electronic cigarette marketers manipulate antitobacco advertisements to promote vaping. *Tobacco Control*, 2015. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26546153>

Mackey TK, Miner A, and Cuomo RE. Exploring the e-cigarette e-commerce marketplace: Identifying internet e-cigarette marketing characteristics and regulatory gaps. *Drug and Alcohol Dependence*, 2015. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26431794>

Lee YO and Kim AE. 'Vape shops' and 'e-cigarette lounges' open across the USA to promote ends. *Tobacco Control*, 2015; 24(4):410–2. Available from: <http://tobaccocontrol.bmj.com/content/24/4/410.short>

Kirby T. Do vaping adverts threaten tobacco control progress in the UK? *The Lancet Respiratory Medicine*, 2015; 3(2):107. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/25680909>

Kim AE, Hopper T, Simpson S, Nonnemaker J, Lieberman AJ, et al. Using twitter data to gain insights into e-cigarette marketing and locations of use: An infoveillance study. *Journal of Medical Internet Research*, 2015; 17(10):e251. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26545927>

Jo C, Kornfield R, Kim Y, Emery S, and Ribisl K. Price-related promotions for tobacco products on twitter. *Tobacco Control*, 2015. Available from: <http://tobaccocontrol.bmj.com/content/early/2015/06/30/tobaccocontrol-2015-052260.full>

Hammond D, White CM, Czoli CD, Martin CL, Magennis P, et al. Retail availability and marketing of electronic cigarettes in canada. *Canadian Journal of Public Health*, 2015; 106(6):e408–12. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26680433>

Eadie D, Stead M, MacKintosh AM, MacDonald L, Purves R, et al. E-cigarette marketing in UK stores: An observational audit and retailers' views. *BMJ Open*, 2015; 5(9):e008547. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26362665>

Dube SR, Pathak S, Nyman AL, and Eriksen MP. Electronic cigarette and electronic hookah: A pilot study comparing two vaping products. *Preventive Medicine Reports*, 2015; 2:953–8. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26740911>

de Andrade M, Angus K, and Hastings G. Teenage perceptions of electronic cigarettes in Scottish tobacco-education school interventions: Co-production and innovative engagement through a pop-up radio project. *Perspect Public Health*, 2015. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26543156>

Cole-Lewis H, Varghese A, Sanders A, Schwarz M, Pugatch J, et al. Assessing electronic cigarette-related tweets for sentiment and content using supervised machine learning. *Journal of Medical Internet Research*, 2015; 17(8):e208. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26307512>

Chu KH, Unger JB, Allem JP, Pattarroyo M, Soto D, et al. Diffusion of messages from an electronic cigarette brand to potential users through twitter. *PLoS ONE*, 2015; 10(12):e0145387. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26684746>

Chu KH, Sidhu AK, and Valente TW. Electronic cigarette marketing online: A multi-site, multi-product comparison. *JMIR Public Health Surveill*, 2015; 1(2):e11. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27227129>

Cataldo JK, Petersen AB, Hunter M, Wang J, and Sheon N. E-cigarette marketing and older smokers: Road to renormalization. *American Journal of Health Behavior*, 2015; 39(3):361–71. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/25741681>

Cantrell J, Emelle B, Ganz O, Hair EC, and Vallone D. Rapid increase in e-cigarette advertising spending as altria's market enters the marketplace. *Tobacco Control*, 2015. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26530219>

Allem JP, Unger JB, Garcia R, Baezconde-Garbanati L, and Sussman S. Tobacco attitudes and behaviors of vape shop retailers in los angeles. *American Journal of Health Behavior*, 2015; 39(6):794–8. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26450547>

Wagoner KG, Song EY, Egan KL, Sutfin EL, Reboussin BA, et al. E-cigarette availability and promotion among retail outlets near college campuses in two southeastern states. *Nicotine & Tobacco Research*, 2014; 16(8):1150–5. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/24847099>

O'Dowd A. Doctors criticise new advertising rules that allow celebrities to endorse e-cigarettes. *British Medical Journal*, 2014; 349. Available from: <http://www.bmj.com/content/349/bmj.g6180>

Glantz S. A content analysis of e-cigarette manufacturer websites in china shows similar misleading claims as elsewhere. Center for Tobacco Control, Research and Education, University of California, San Francisco 2014. Available from: <https://tobacco.ucsf.edu/content-analysis-e-cigarette-manufacturer-websites-china-shows-similar-misleading-claims-elsewhere>.

Wise J. E-cigarette marketing is aimed at youngsters, says charity. *British Medical Journal*, 2013; 347:f7124. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/24284345>

Kim AE, Lee YO, Shafer P, Nonnemaker J, and Makarenko O. Adult smokers' receptivity to a television advert for electronic nicotine delivery systems. *Tobacco Control*, 2013. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/24092599>

Glantz S. Aggressive e-cigarette advertising promotes nicotine addiction. Center for Tobacco Control Research and Education, 2013; Sep 1. Available from: <http://www.tobacco.ucsf.edu/aggressive-e-cigarette-advertising-promotes-nicotine-addiction>

Cobb N, Brookover J, and Cobb C. Forensic analysis of online marketing for electronic nicotine delivery systems. *Tobacco Control*, 2013; [Epub ahead of print]. Available from: <http://tobaccocontrol.bmj.com/content/early/2013/09/13/tobaccocontrol-2013-051185.full>

### *18B.2.2 Effects of e-cigarette advertising on adults*

**Ali, FRM, Dave, DM, Colman, GJ, Wang, X, Saffer, H, Marynak, KL et al (2020). Association of e-cigarette advertising with e-cigarette and cigarette use among US adults. *Addiction*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33271632>**

Flint, SW, & Hennessy, M. (2020). Are e-cigarette product advertisements on public transport driving public misunderstanding and potentially increased use? *Perspect Public Health*, 140(2), 91-92. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32204683>

Blackwell, AKM, De-Loyde, K, Brocklebank, LA, Maynard, OM, Marteau, TM, Hollands, GJ et al. (2020). Tobacco and electronic cigarette cues for smoking and vaping: an online experimental study. *BMC Research Notes*, 13(1), 32. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31941548>

Dave, D, Dench, D, Grossman, M, Kenkel, DS, & Saffer, H. (2019). Does e-cigarette advertising encourage adult smokers to quit? *J Health Econ*, 68, 102227. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31581026>

Majmundar, A, Cornelis, E, & Moran, MB. (2019). Examining the vulnerability of ambivalent young adults to e-cigarette messages. *Health Mark Q*, 1-16. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31880235>

Ratneswaran, C, Steier, J, Reed, K, & Khong, TK. (2019). Electronic Cigarette Advertising Impacts Adversely on Smoking Behaviour Within a London Student Cohort: A Cross-Sectional Structured Survey. *Lung*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31463548>

Jo, CL, Noar, SM, Southwell, BG, & Ribisl, KM. (2019). Effects of E-cigarette Advertising Message Form and Cues on Cessation Intention: An Exploratory Study. *J Health Commun*, 1-11. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31298632>

Sanders-Jackson, A, Clayton, RB, Tan, ASL, & Yie, K. (2019). Testing the Effect of Vapor in ENDS Public Service Announcements on Current Smokers and ENDS Users' Psychophysiological Responses and

Smoking and Vaping Urge. *J Health Commun*, 24(4), 413-421. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31256742>

Booth, P, Albery, IP, Cox, S & Frings, D. (2019). Survey of the effect of viewing an online e-cigarette advertisement on attitudes towards cigarette and e-cigarette use in adults located in the UK and USA: a cross-sectional study. *BMJ Open*, 9(6), e027525. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31217318>

Cho, YJ, Thrasher, J, Cummings, M, Yong, HH, Hitchman, SC, McNeill, A et al (2019). Cross-country comparison of cigarette and vaping product marketing exposure and use: findings from 2016 ITC Four Country Smoking and Vaping Survey. *Tob Control*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31152116>

Kreitzberg, DS, Pasch, KE, Marti, CN, Loukas, A, & Perry, CL. (2019). Bi-Directional Associations Between Young Adults' Reported Exposure to E-Cigarette Marketing and E-Cigarette Use. *Addiction*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31183884>

Wackowski, OA, Sontag, JM, & Hammond, D. Youth and young adult exposure to and perceptions of news media coverage about e-cigarettes in the United States, Canada and England. *Prev Med*, 2019. 21, 7-10. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30731093>

Pokhrel P, Herzog TA, Fagan P, Unger JB, and Stacy AW. E-cigarette advertising exposure, explicit and implicit harm perceptions, and e-cigarette use susceptibility among non-smoking young adults. *Nicotine & Tobacco Research*, 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29444275>

Jo CL, Golden SD, Noar SM, Rini C, and Ribisl KM. Effects of e-cigarette advertising messages and cues on cessation outcomes. *Tob Regul Sci*, 2018; 4(1):562-72. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29242819>

Garrison KA, O'Malley SS, Gueorguieva R, and Krishnan-Sarin S. A fmri study on the impact of advertising for flavored e-cigarettes on susceptible young adults. *Drug and Alcohol Dependence*, 2018; 186:233-41. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29626776>

Camenga D, Gutierrez KM, Kong G, Cavallo D, Simon P, et al. E-cigarette advertising exposure in e-cigarette naive adolescents and subsequent e-cigarette use: A longitudinal cohort study. *Addictive Behaviors*, 2018; 81:78–83. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29432916>

Pokhrel P, Fagan P, Herzog TA, Laestadius L, Buente W, et al. Social media e-cigarette exposure and e-cigarette expectancies and use among young adults. *Addictive Behaviors*, 2017; 78:51-8. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29127784>

Miller S, Pike J, Chapman J, Xie B, Hilton BN, et al. The prevalence and marketing of electronic cigarettes in proximity to at-risk youths: An investigation of point-of-sale practices near alternative high schools. *J Child Adolesc Subst Abuse*, 2017; 26(2):119-24. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/28993719>



Mantey DS, Pasch KE, Loukas A, and Perry CL. Exposure to point-of-sale marketing of cigarettes and e-cigarettes as predictors of smoking cessation behaviors. *Nicotine & Tobacco Research*, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29126126>

Kim A, Miano T, Chew R, Eggers M, and Nonnemaker J. Classification of twitter users who tweet about e-cigarettes. *JMIR Public Health Surveill*, 2017; 3(3):e63. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/28951381>

Jiang N, Ho SY, and Lam TH. Electronic cigarette marketing tactics in mainland china. *Tobacco Control*, 2017; 26(2):230-2. Available from: <http://tobaccocontrol.bmj.com/content/tobaccocontrol/26/2/230.full.pdf>

Dai H and Hao J. Direct marketing promotion and electronic cigarette use among us adults, national adult tobacco survey, 2013-2014. *Preventing Chronic Disease*, 2017; 14:E84. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/28934079>

Allem J-P, Escobedo P, Chu K-H, Soto DW, Cruz TB, et al. Campaigns and counter campaigns: Reactions on twitter to e-cigarette education. *Tobacco Control*, 2017; 26(2):226-9. Available from: <http://tobaccocontrol.bmj.com/content/tobaccocontrol/26/2/226.full.pdf>

Agaku IT, Davis K, Patel D, Shafer P, Cox S, et al. A longitudinal study of the relationship between receptivity to e-cigarette advertisements and e-cigarette use among baseline non-users of cigarettes and e-cigarettes, united states. *Tobacco Induced Diseases*, 2017; 15:42. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29142532>

Merianos AL, Gittens OE, and Mahabee-Gittens EM. Depiction of health effects of electronic cigarettes on youtube. *J Subst Use*, 2016; 21(6):614-9. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28217030>

Merianos AL, Gittens OE, and Mahabee-Gittens EM. Depiction of health effects of electronic cigarettes on youtube. *J Subst Use*, 2016; 21(6):614-9. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28217030>

Kollath-Cattano C, Thrasher JF, Osman A, Andrews JO, and Strayer SM. Physician advice for e-cigarette use. *Journal of the American Board of Family Medicine*, 2016; 29(6):741-7. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28076257>

### *18B.2.3 Effects of e-cigarette advertising on children*

Escobedo, P, Rosenthal, EL, Saucier, CJ, Unger, JB, Cruz, TB, Kirkpatrick, M, & Allem, JP. (2020). E-cigarette product placement and imagery in popular music videos. *Nicotine Tob Res*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33367917>

Peiper, N, Aramburu, C, Thompson, K, & Abadi, M. (2020). Differential patterns of e-cigarette and tobacco marketing exposures among youth: Associations with substance use and tobacco prevention strategies. *Int J Drug Policy*, 86, 102925. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33217687>

D'Angelo, H, Patel, M, & Rose, SW. (2020). Convenience Store Access and E-cigarette Advertising Exposure Is Associated With Future E-cigarette Initiation Among Tobacco-Naive Youth in the PATH Study (2013-2016). *J Adolesc Health*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33039271>

**Wang, L, Chen, J, Ho, SY, Leung, LT, Wang, MP, & Lam, TH. (2020). Exposure to e-cigarette advertising, attitudes, and use susceptibility in adolescents who had never used e-cigarettes or cigarettes. *BMC Public Health*, 20(1), 1349. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/32887586>**

St Claire, S, Fayokun, R, Commar, A, Schotte, K, & Prasad, VM. (2020). The World Health Organization's World No Tobacco Day 2020 Campaign Exposes Tobacco and Related Industry Tactics to Manipulate Children and Young People and Hook a New Generation of Users. *J Adolesc Health*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/32682598>

Barnes, AJ, Bono, RS, Rudy, AK, Hoetger, C, Nicksic, NE, & Cobb, CO. (2020). Effect of e-cigarette advertisement themes on hypothetical e-cigarette purchasing in price-responsive adolescents. *Addiction*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32285978>

Etim, N, Pike, J, & Xie, B. (2020). Age-varying associations between e-cigarette use and peer use, household use, and exposure to e-cigarette commercials among alternative high school students in Southern California. *Tob Induc Dis*, 18, 7. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32047418>

Liu, J, Lochbuehler, K, Yang, Q, Gibson, LA, & Hornik, RC. (2020). Breadth of Media Scanning Leads to Vaping among Youth and Young Adults: Evidence of Direct and Indirect Pathways from a National Longitudinal Survey. *Journal of Health Communication*, 1-14. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31900063>

Vogel, EA, Ramo, DE, Rubinstein, ML, Delucchi, KL, Darrow, S, Costello, C, & Prochaska, JJ. (2020). Effects of Social Media on Adolescents' Willingness and Intention to Use E-Cigarettes: An Experimental Investigation. *Nicotine and Tobacco Research*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31912147>

Hansen, J, Hanewinkel, R., & Morgenstern, M. (2019). Electronic cigarette advertising and teen smoking initiation. *Addict Behav*, 103, 106243. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31855726>

Kim, M, Ling, PM, Ramamurthi, D, & Halpern-Felsher, B. (2019). Youth's Perceptions of E-cigarette Advertisements with Cessation Claims. *Tob Regul Sci*, 5(2), 94-104. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31840040>

Laestadius, LI, Penndorf, KE, Seidl, M, & Cho, YI. (2019). Assessing the Appeal of Instagram Electronic Cigarette Refill Liquid Promotions and Warnings Among Young Adults: Mixed Methods Focus Group Study. *J Med Internet Res*, 21(11), e15441. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31763987>

Chen-Sankey, JC, Unger, JB Bansal-Travers, M., Niederdeppe, J, Bernat, E, & Choi, K. (2019). E-cigarette Marketing Exposure and Subsequent Experimentation Among Youth and Young Adults. *Pediatrics*, 144(5). Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31659003>

Pike, JR, Tan, N, Miller, S, Cappelli, C, Xie, B, & Stacy, AW. (2019). The Effect of E-cigarette Commercials on Youth Smoking: A Prospective Study. *Am J Health Behav*, 43(6), 1103-1118. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31662169>

Chen, Y, Tilden, C, & Vernberg, DK. (2019). Adolescents' interpretations of e-cigarette advertising and their engagement with e-cigarette information: results from five focus groups. *Psychol Health*, 1-14. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31418593>

Papaleontiou, L, Agaku, IT, & Filippidis, FT. (2019). Effects of Exposure to Tobacco and Electronic Cigarette Advertisements on Tobacco Use: An Analysis of the 2015 National Youth Tobacco Survey. *J Adolesc Health*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31383392>

Cho, YJ, Thrasher, JF, Reid, JL, Hitchman, S, & Hammond, D. (2019). Youth self-reported exposure to and perceptions of vaping advertisements: Findings from the 2017 International Tobacco Control Youth Tobacco and Vaping Survey. *Prev Med*, 126, 105775. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31323286>

Cho, H, Li, W, Shen, L, & Cannon, J. (2019). Mechanisms of Social Media Effects on Attitudes Toward E-Cigarette Use: Motivations, Mediators, and Moderators in a National Survey of Adolescents. *J Med Internet Res*, 21(6), e14303. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31250830>

Kirkpatrick, MG, Cruz, TB, Unger, JB, Herrera, J, Schiff, S, & Allem, JP. (2019). Cartoon-based e-cigarette marketing: Associations with susceptibility to use and perceived expectations of use. *Drug Alcohol Depend*, 201, 109-114. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31207451>

Abdel Magid, HS, Bradshaw, PT, Ling, PM, & Halpern-Felsher, B. (2019). Association of Alternative Tobacco Product Initiation With Ownership of Tobacco Promotional Materials Among Adolescents and Young Adults. *JAMA Netw Open*, 2(5), e194006. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31099874>

Dyer, O. (2019). E-cigarette makers under fire for marketing to young people. *BMJ*, 365, l2261. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31101616>

No authors listed. (2016) *E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General*. Atlanta (GA). Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30869850>

Allem JP, Cruz TB, Unger JB, Toruno R, Herrera J, et al. Return of cartoon to market e-cigarette-related products. *Tobacco Control*, 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30049688>

Beleva Y, Pike JR, Miller S, Xie B, Ames SL, et al. Share of advertising voice at the point-of-sale and its influence on at-risk students' use of alternative tobacco products. *Nicotine & Tobacco Research*, 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30032290>

Chu K-H, Colditz JB, Primack BA, Shensa A, Allem J-P, et al. Juul: Spreading online and offline. *Journal of Adolescent Health*, 2018; 63(5):582-6. Available from: <http://www.sciencedirect.com/science/article/pii/S1054139X18303586>

Cruz TB, McConnell R, Low BW, Unger JB, Pentz MA, et al. Tobacco marketing and subsequent use of cigarettes, e-cigarettes and hookah in adolescents. *Nicotine & Tobacco Research*, 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29846704>

Dunbar MS, Martino SC, Setodji CM, and Shadel WG. Exposure to the tobacco power wall increases adolescents' willingness to use e-cigarettes in the future. *Nicotine & Tobacco Research*, 2018; nty112–nty. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29868869>

Getachew B, Payne JB, Vu M, Pillai D, Shah J, et al. Perceptions of alternative tobacco products, anti-tobacco media, and tobacco regulation among young adults: A qualitative study. *American Journal of Health Behavior*, 2018; 42(4):118-30. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29973316>

Hansen J, Hanewinkel R, and Morgenstern M. Electronic cigarette marketing and smoking behaviour in adolescence: A cross-sectional study. *ERJ Open Res*, 2018; 4(4). Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30510958>

Knutzen KE, Moran MB, and Soneji S. Combustible and electronic tobacco and marijuana products in hip-hop music videos, 2013-2017. *JAMA Internal Medicine*, 2018; 178(12):1608–15. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30326017>

Leventhal AM and Barrington-Trimis JL. New tobacco products with fewer advertising restrictions and consequences for the current generation of youths. *JAMA Pediatrics*, 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29582067>

Mantey DS, Creamer MR, Pasch KE, and Perry CL. Marketing exposure recall is associated with past 30-day single, dual, polytobacco use among us adolescents. *Nicotine & Tobacco Research*, 2018; 20(suppl\_1):S55-S61. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30125022>

Margolis KA, Donaldson EA, Portnoy DB, Robinson J, Neff LJ, et al. E-cigarette openness, curiosity, harm perceptions and advertising exposure among u.s. Middle and high school students. *Preventive Medicine*, 2018; 112:119–25. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29673886>

Marynak K, Gentzke A, Wang TW, Neff L, and King BA. Exposure to electronic cigarette advertising among middle and high school students - united states, 2014-2016. *Morbidity and Mortality Weekly Report*, 2018; 67(10):294–9. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29543786>

Pearson JL, Reed DM, and Villanti AC. Vapes, e-cigs, and mods: What do young adults call e-cigarettes? *Nicotine & Tobacco Research*, 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30339211>

Pierce JP, Sargent JD, Portnoy DB, White M, Noble M, et al. Association between receptivity to tobacco advertising and progression to tobacco use in youth and young adults in the path study. *JAMA Pediatrics*, 2018; 172(5):444–51. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29582078>

Roehr B. Marketing e-cigarettes to kids has created an "epidemic" in us, says fda chief. *British Medical Journal*, 2018; 362:k3900. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30213793>

Sampasa-Kanyinga H and Hamilton HA. Use of social networking sites, electronic cigarettes, and waterpipes among adolescents. *Public Health*, 2018; 164:99-106. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30236616>

Simon P, Camenga D, Morean M, Kong G, Bold KW, et al. Socioeconomic status and adolescent e-cigarette use: The mediating role of e-cigarette advertisement exposure. *Preventive Medicine*, 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29673887>

Stroup AM and Branstetter SA. Effect of e-cigarette advertisement exposure on intention to use e-cigarettes in adolescents. *Addictive Behaviors*, 2018; 82:1–6. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29471130>

Vasiljevic M, St John Wallis A, Codling S, Couturier DL, Sutton S, et al. E-cigarette adverts and children's perceptions of tobacco smoking harms: An experimental study and meta-analysis. *BMJ Open*, 2018; 8(7):e020247. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30012646>

Yang S, Maloney EK, Tan ASL, and Cappella JN. When visual cues activate moral foundations: Unintended effects of visual portrayals of vaping within electronic cigarette video advertisements. *Hum Commun Res*, 2018; 44(3):223-46. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30013288>

Marynak K, Gentzke A, Wang TW, Neff L, and King BA. Exposure to electronic cigarette advertising among middle and high school students — united states, 2014–2016. *Centers for Disease Control and Prevention (CDC)*, 67: CDC, 2018. Available from: [https://www.cdc.gov/mmwr/volumes/67/wr/mm6710a3.htm?s\\_cid=mm6710a3\\_w](https://www.cdc.gov/mmwr/volumes/67/wr/mm6710a3.htm?s_cid=mm6710a3_w).

Auf R, Trepka MJ, Selim M, Ben Taleb Z, De La Rosa M, et al. E-cigarette marketing exposure and combustible tobacco use among adolescents in the united states. *Addictive Behaviors*, 2017; 78:74-9. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29127787>

Kim M, Popova L, Halpern-Felsher B, and Ling PM. Effects of e-cigarette advertisements on adolescents' perceptions of cigarettes. *Health Commun*, 2017:1-8. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29236550>

Lee WB. E-cigarette marketing targeted to youth in south korea. *Tobacco Control*, 2017; 26(e2):e140-e4. Available from: <http://tobaccocontrol.bmj.com/content/tobaccocontrol/26/e2/e140.full.pdf>

Nicksic NE, Harrell MB, Perez A, Pasch KE, and Perry CL. Recall of e-cigarette advertisements and adolescent e-cigarette use. *Tob Regul Sci*, 2017; 3(2):210-21. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29104901>

Padon AA, Lochbuehler K, Maloney EK, and Cappella JN. A randomized trial of the effect of youth appealing e-cigarette advertising on susceptibility to use e-cigarettes among youth. *Nicotine & Tobacco Research*, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29106669>

#### 18B.2.4 Retailing of e-cigarettes

Gaiha, SM, Lempert, LK, & Halpern-Felsher, B. (2020). Underage Youth and Young Adult e-Cigarette Use and Access Before and During the Coronavirus Disease 2019 Pandemic. *JAMA Netw Open*, 3(12), e2027572. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33270127>

Huh, J, Meza, L, Galstyan, E, Galimov, A, Yu, S, Unger, JB et al (2020). Signs and customer behaviors at vape shops: Multivariate multilevel model analysis. *Addict Behav Rep*, 12, 100299. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33364308>

Wood, N. (2020). Charlotte's accessible web: how West Australian children and adolescents can access e-cigarettes online. *Aust N Z J Public Health*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33252825>

Azagba, S, King, J, & Shan, L. (2020). Associations between e-cigarette pack size and vaping frequency among U.S. adults. *Prev Med*, 143, 106332. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33221268>

Braillon, A. (2020). Tobacco and e-cigarette shops awarded 'essential business' labels in France during COVID-19. *Tob Induc Dis*, 18, 90. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33177969>

Amalia, B, Kapoor, S, Sharma, R, Fu, M, Fernandez, E, & Rana, JS. (2020). Online sales compliance with the electronic cigarettes ban in India: a content analysis. *Int J Public Health*, 65(8), 1497-1505. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33034737>

Amalia, B, Kapoor, S, Sharma, R, & Singh, RJ. (2020). E-cigarette retailer storefront availability following a nationwide prohibition of e-cigarettes in India: A multicentric compliance assessment. *Tob Prev Cessat*, 6, 42. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33083675>

Berg, CJ, Getachew, B, Pulvers, K, Sussman, S, Wagener, TL, Meyers, C et al (2020). Vape shop owners'/managers' attitudes about CBD, THC, and marijuana legal markets. *Prev Med Rep*, 20, 101208. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/32995147>

Galimov, A Meza, L., Unger, JB, Baezconde-Garbanati, L, Cruz, TB, & Sussman, S. (2020). Vape Shop Employees: Do They Act as Smoking Cessation Counselors? *Nicotine Tob Res*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33094337>

Smiley, SL, Shin, H, Rose, SW, Rodriguez, YL, Barahona, R, & Baezconde-Garbanati, L. (2020). Perceptions of E-cigarettes and Flavor Restrictions among Tobacco Retailers in Los Angeles. *Am J Health Behav*, 44(6), 893-901. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33081884>

King, JL, Wagoner, KG, Suerken, CK, Song, EY, Reboussin, BA, Spangler, J et al (2020). Are Waterpipe Cafe, Vape Shop, and Traditional Tobacco Retailer Locations Associated with Community Composition and Young Adult Tobacco Use in North Carolina and Virginia? *Subst Use Misuse*, 1-8. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/32969275>

Lanza, HI, & Pittman, PS. (2019). A Peek Past the Vape Clouds: Vape Shop Decline in Long Beach, California during 2015-2018. *Tob Regul Sci*, 5(5), 447-455. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/32879896>

D'Angelo, H, Rose, SW, Golden, SD, Queen, T, & Ribisl, KM. (2020). E-cigarette availability, price promotions and marketing at the point-of sale in the contiguous United States (2014-2015): National estimates and multilevel correlates. *Prev Med Rep*, 19, 101152. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/32670780>

Berg, CJ, Schleicher, NC, Johnson, TO, Barker, DC, Getachew, B, Weber, A et al (2020). Vape shop identification, density and place characteristics in six metropolitan areas across the US. *Prev Med Rep*, 19, 101137. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32566458>

Chido-Amajuoyi, OG, Ozigbu, CE, & Zhang, K. (2020). School proximity and census tract correlates of e-cigarette specialty retail outlets (vape shops) in central Texas. *Prev Med Rep*, 18, 101079. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32257777>

Azagba, S, & Manzione, L. (2020). Retail Outlets and Point-of-Sale Marketing of Alternative Tobacco Products: Another Threat to Tobacco Control. *J Adolesc Health*, 66(4), 385-386. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32199518>

Berg, CJ, Barker, DC, Meyers, C, Weber, A, Park, AJ, Patterson, A et al (2020). Exploring the Point-of-Sale Among Vape Shops Across the US: Audits Integrating a Mystery Shopper Approach. *Nicotine Tob Res*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32149340>

Cheng, KW, Shang, C, Lee, HM, Chaloupka, FJ, Fong, GT, Borland, R et al. (2020). Costs of vaping: evidence from ITC Four Country Smoking and Vaping Survey. *Tob Control*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32086385>

Delnevo, C, Giovenco, DP, & Hrywna, M. (2020). Rapid proliferation of illegal pod-mod disposable e-cigarettes. *Tob Control*. Available from: Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32001606>

Begay, C, Soto, C, Baezconde-Garbanati, L, Barahona, R, Rodriguez, YL, Unger, JB, & Smiley, SL. (2020). Cigarette and E-Cigarette Retail Marketing on and Near California Tribal Lands. *Health Promotion Practice*, 21(1\_suppl), 18S-26S. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31908191>

Lagasse, LP, Grant, AS, Minosa, MKR, Kennedy, RD, & Cohen, JE. (2020). Availability and advertising of electronic cigarettes in two Russian cities following implementation of comprehensive tobacco advertising restrictions. *Tob Induc Dis*, 18, 04. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31997986>

Venugopal, PD, Morse, AL, Tworek, C, & Chang, HW. (2020). Socioeconomic Disparities in Vape Shop Density and Proximity to Public Schools in the Conterminous United States, 2018. *Health Promotion Practice*, 21(1\_suppl), 9S-17S. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31908194>

Bateman, J, Robertson, L, Marsh, L, Thornley, L, & Hoek, J. (2019). New Zealand tobacco retailers' understandings of and attitudes towards selling Electronic Nicotine Delivery Systems: a qualitative exploration. *Tob Control*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31641057>

Azagba, S, Shan, L, & Latham, K. (2019). E-cigarette Retail Licensing Policy and E-cigarette Use Among Adolescents. *J Adolesc Health*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31521511>

Robitaille, E, Bergeron, P, & Houde, M. (2019). Analysis of the geographical accessibility of vape shops in the vicinity of Quebec's secondary and college educational institutions. *Health Promot Chronic Dis Prev Can*, 39(8-9), 235-243. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31517466>

Soule, EK, Lee, JGL, & Jenson, D. (2019). Major online retailers selling electronic cigarettes as smoking cessation products in the USA. *Tob Control*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31471453>

Escobedo, P, Garcia, R, Soto, C, Rodriguez, Y, Barahona, R, & Baezconde-Garbanati, L. (2019). Comparison of e-cigarette marketing and availability in tobacco retail outlets among diverse low-income communities in California. *Tob Control*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31324661>

Langley, T, Bell-Williams, R, Pattinson, J, Britton, J, & Bains, M. (2019). 'I Felt Welcomed in Like They're a Little Family in There, I Felt Like I Was Joining a Team or Something': Vape Shop Customers' Experiences of E-Cigarette Use, Vape Shops and the Vaping Community. *Int J Environ Res Public Health*, 16(13). Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31269741>

Cole, AG, Aleyan, S, & Leatherdale, ST. (2019). Exploring the association between E-cigarette retailer proximity and density to schools and youth E-cigarette use. *Prev Med Rep*, 15, 100912. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31198662>

Dewhirst, T. (2019). British American Tobacco (BAT) and retail merchandising: Vape e-cigarette promotion in Ontario, Canada. *Tob Control*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31249103>

Hsu, G, Gamst, AC, Zhuang, YL, Wolfson, T, & Zhu, SH. (2019). A Comparison of E-Cigarette Use Patterns and Smoking Cessation Behavior among Vapers by Primary Place of Purchase. *Int J Environ Res Public Health*, 16(5). Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30823400>

Barker, DC, Schleicher, NC, Ababseh, K, Johnson, TO, & Henriksen, L. ENDS retailers and marketing near university campuses with and without tobacco-free policies. *Tob Induc Dis*, 2018. 16. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30687532>

Braak, DC, Cummings, KM, Nahhas, GJ, Heckman, BW, Borland, R, Fong, GT et al. Where Do Vapers Buy Their Vaping Supplies? Findings from the International Tobacco Control (ITC) 4 Country Smoking and Vaping Survey. *International Journal of Environmental Research and Public Health*, 2019. 16(3). Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30691091>

Ali FRM, Xu X, Tynan MA, and King BA. Use of price promotions among U.S. Adults who use electronic vapor products. *American Journal of Preventive Medicine*, 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29937113>

Berg CJ. Vape shop location and marketing in the context of the food and drug administration regulation. *Public Health*, 2018; 165:142-5. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30415177>



Bostean G, Sanchez L, and Lippert AM. Sociodemographic disparities in e-cigarette retail environment: Vape stores and census tract characteristics in orange county, ca. *Health Place*, 2018; 50:65-72. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29414423>

Cantrell J, Huang J, Greenberg M, Willett J, Hair E, et al. History and current trends in the electronic nicotine delivery systems retail marketplace in the united states: 2010-2016. *Nicotine & Tobacco Research*, 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30312465>

DeHart WB, Kaplan BA, Pope DA, Mellis AM, and Bickel WK. The experimental tobacco marketplace: Narrative influence on electronic cigarette substitution. *Experimental and Clinical Psychopharmacology*, 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30394764>

Fakunle DO, Eck R, Milam AJ, Thorpe RJ, Jr., and Furr-Holden DM. E-cigarettes in baltimore alcohol outlets: Geographic and demographic correlates of availability. *Fam Community Health*, 2018; 41(4):205-13. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30134335>

Galstyan E, Galimov A, and Sussman S. Commentary: The emergence of pod mods at vape shops. *Eval Health Prof*, 2018:163278718812976. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30477337>

Keith D, Peters K, and Husten CG. Notes from the field: Inspection of 59 "vape shops" - united states, october-november, 2016. *Morbidity and Mortality Weekly Report*, 2018; 67(34):964-5. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30161100>

Pattinson J, Lewis S, Bains M, Britton J, and Langley T. Vape shops: Who uses them and what do they do? *BMC Public Health*, 2018; 18(1):541. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29685131>

Wan N, Siahpush M, Shaikh RA, McCarthy M, Ramos A, et al. The association of point-of-sale e-cigarette advertising with socio-demographic characteristics of neighborhoods. *J Prim Prev*, 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29564754>

2021Yang JS and Lee E. A qualitative assessment of business perspectives and tactics of tobacco and vape shop retailers in three communities in orange county, ca, 2015-2016. *Arch Public Health*, 2018; 76:57. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30349691>

Yu S, Escobedo P, Garcia R, Cruz TB, Unger JB, et al. A descriptive longitudinal study of changes in vape shop characteristics and store policies in anticipation of the 2016 fda regulations of tobacco products, including e-cigarettes. *International Journal of Environmental Research and Public Health*, 2018; 15(2). Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29439464>

### *18B.2.5 Packaging of E-cigarettes*

**Taylor, EV, East, KA, McNeill, A, Cummings, M, Thrasher, J, Fong, GT et al. (2020). Changes in responses to nicotine vaping product warnings and leaflets in England compared with Canada, the US and Australia: findings from the 2016-2018 ITC Four Country Smoking and Vaping Surveys. *Tob Control*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33115961>**

Allem, JP. (2020). Calling out companies responsible for putting cartoons on e-juice labels. *Nicotine Tob Res*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32433736>

## News reports:

Meade, A. Philip Morris-sponsored articles in the Australian could breach tobacco advertising laws. *The Guardian*, 2020. Nov 19, 2020. Retrieved from <https://www.theguardian.com/media/2020/nov/19/philip-morris-sponsored-articles-in-the-australian-could-breach-tobacco-advertising-laws>

Selby, A. Vape firm says thank you to frontline NHS staff with vouchers for e-cigs. *Mirror*, 2020. August 11, 2020. Retrieved from <https://www.mirror.co.uk/news/uk-news/vape-firm-says-thank-you-22504039>

Vype. Vype Celebrates 30 Days of Summer with 30 Prize Draws. *Cision PR Newswire*, 2020. August 7, 2020. Retrieved from <https://www.prnewswire.com/news-releases/vype-celebrates-30-days-of-summer-with-30-prize-draws-301108091.html>

Beer, J. If Facebook is the new cigarettes, then this is what we must learn from the 1970 TV ad ban. *Fast Company*, 2020. July 27, 2020. Retrieved from <https://www.fastcompany.com/90530589/if-facebook-is-the-new-cigarettes-then-this-is-what-we-must-learn-from-the-1970-tv-ad-ban>

No authors listed. VYPE X MCLAREN LIMITED EDITION ePEN 3. *Go Vype*, 2020. July 28, 2020. Retrieved from [https://www.govype.com/gb/en/e-cigarette-devices/vype-x-mclaren-limited-edition-epen-3?promo\\_name=McLaren\\_LEP&promo\\_id=0620&promo\\_creative=McLaren-banner&promo\\_position=hpsb4](https://www.govype.com/gb/en/e-cigarette-devices/vype-x-mclaren-limited-edition-epen-3?promo_name=McLaren_LEP&promo_id=0620&promo_creative=McLaren-banner&promo_position=hpsb4)

R.J. Reynolds Vapor Company. Vuse Launches Updated Adult Nicotine Consumer-Focused Website, Vuse.com. *Cision*, 2020. July v14, 2020. Retrieved from <https://www.prnewswire.com/news-releases/vuse-launches-updated-adult-nicotine-consumer-focused-website-vusecom-301093353.html>

No authors listed. E-liquids enticing the young. *The West Australian eEdition*, 2020. March 15, 2020. Retrieved from: <https://edition.thewest.com.au/html5/shared/ShowArticle.aspx?doc=WAN%2F2020%2F03%2F15&entity=Ar02801&sk=4887052F&mode=text>

Clark, H, Coll-Seck, A, & Banerjee, A. (2020). *A future for the world's children? A WHO–UNICEF–Lancet Commission*. Retrieved from [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(19\)32540-1/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(19)32540-1/fulltext)

Graham, M. CBS, WarnerMedia, Viacom drop all e-cigarette advertising, including from market leader Juul. *CNBC*, 2019. Sept 18, 2019. Available from: <https://www.cNBC.com/2019/09/18/cbs-warnermedia-drop-all-e-cigarette-advertising-including-juul.html>

Haggan, M. SA cracks down on vaping. *AJP*, 2019. Oct 1, 2019. Available from: <https://ajp.com.au/news/sa-cracks-down-on-vaping/>

McKenzie, P. Big tobacco's stake in the NZ dating scene *Newsroom*, 2019. Sept 11, 2019. Available from: <https://www.newsroom.co.nz/2019/09/10/798296/big-tobaccos-stake-in-the-nz-dating-scene#>

Andrews, M. Cigarettes Can't Be Advertised On TV. Should Juul Ads Be Permitted? *NPR Health News*, 2019. Aug 20, 2019. Available from: <https://www.npr.org/sections/health-shots/2019/08/20/752553108/cigarettes-cant-be-advertised-on-tv-should-juul-ads-be-permitted>

The Campaign for Tobacco-Free Kids. Over 125 Organizations Call on Social Media Companies to End All Tobacco Advertising, Including by Paid Influencers. *The Campaign for Tobacco-Free Kids*, 2019. May 22, 2019. Available from: [https://www.tobaccofreekids.org/press-releases/2019\\_05\\_21\\_socialmedia\\_advertising](https://www.tobaccofreekids.org/press-releases/2019_05_21_socialmedia_advertising)

Dixon, E. McLaren's IndyCar livery features Vuse e-cigarette branding. *Sports Pro*, 2019. Apr 10, 2019. Available from: <http://www.sportspromedia.com/news/mclaren-indycar-indy500-sponsorship-british-american-tobacco>

LaVito, A. Nearly a dozen Democratic senators to investigate Juul's marketing practices, deal with Altria. *CNBC*, 2019. Apr 8, 2019. Available from: <https://www.cnbc.com/2019/04/08/juuls-marketing-deal-with-altria-come-under-senators-scrutiny.html>

Meddings, S. Interview: Imperial Brands' Alison Cooper sees light at the end of tobacco road. *The Times*, 2019. Apr 4, 2019. Available from: <https://www.thetimes.co.uk/article/interview-imperial-brands-alison-cooper-sees-light-at-the-end-of-tobacco-road-5lmm3g2g8>

Collantine, K, & Rencken, D. McLaren debut e-cigarette branding in Bahrain. *Race Fans*, 2019. Mar 28, 2019. Available from: <https://www.racefans.net/2019/03/28/mclaren-debut-e-cigarette-branding-in-bahrain/>

Dobson, C. Smokers given free 'vape' kits to help kick the habit in new trial. *Manchester Evening News*, 2019. Mar 4, 2019. Available from: <https://www.manchestereveningnews.co.uk/news/greater-manchester-news/smokers-given-free-vape-kits-15891668>

Ralph, A. Is it BAT to the future for Big Tobacco and Formula One teams? *The Times*, 2019. Feb 12, 2019. Available from: <https://www.thetimes.co.uk/article/is-it-bat-to-the-future-for-big-tobacco-and-f1-teams-zzh0sx6dd>

Jackler, RC, Getachew, BD, Whitcomb, MM, Lee-Heidenreich, J, Bhatt, AM, Kim-O'Sullivan, SHS, Hoffman, ZA, Jackler, LM, Ramamurthi, D. JUUL Advertising Over its First Three Years on the Market. Stanford Research into the Impact of Tobacco Advertising, 2019. Available from: [http://tobacco.stanford.edu/tobacco\\_main/publications/JUUL\\_Marketing\\_Stanford.pdf](http://tobacco.stanford.edu/tobacco_main/publications/JUUL_Marketing_Stanford.pdf)

Wells L. Vaping industry provides update on vapril. *Talking Retail*, 2018. Available from: <https://www.talkingretail.com/news/industry-news/vaping-industry-provides-update-vapril-20-03-2018/>

Weeks C. Ontario to allow marketing of vaping products. *The Globe and Mail*, 2018. Available from: <https://www.theglobeandmail.com/canada/article-ontario-to-allow-marketing-of-vaping-products/>

Stanford Medicine. Unit 6 - what are juuls & other pod-based systems (e.G., phix, suorin, blu)? . Tobacco Prevention Toolkit, 2018. Available from: <https://med.stanford.edu/tobaccopreventiontoolkit/E-Cigs/ECigUnit6.html>

Russell J. A brief guide to choosing the right e-liquid. Best in AU, 2018. Available from: <https://bestinau.com.au/brief-guide-to-choosing-the-right-e-liquid/>

Nocera J. Juul knows it has a popularity problem. Bloomberg, 2018. Available from: <https://www.bloomberg.com/view/articles/2018-06-22/juul-vape-knows-it-has-a-popularity-problem-among-teens>

No authors listed. Juul. Stanford University Research into the Impact of Tobacco Advertising, 2018. Available from: [http://tobacco.stanford.edu/tobacco\\_main/subtheme\\_pods.php?token=fm\\_pods\\_mt068.php](http://tobacco.stanford.edu/tobacco_main/subtheme_pods.php?token=fm_pods_mt068.php)

No authors listed. The dangers of this year's newest fashion accessory. Variety, 2018. Available from: <https://variety.com/2018/biz/news/the-dangers-of-this-years-newest-fashion-accessory-1202937036/>

No authors listed. Vaping draws strong support—from bots. Medical XPress, 2018. Available from: <http://medicalxpress.com/news/2018-08-vaping-strong-supportfrom-bots.html>

No authors listed. E-cigarette sellers start offering scholarships up to \$5,000 with essay writing contests about the benefits of vaping. Daily Mail, 2018. Available from: <http://www.mailonsunday.co.uk/news/article-5819893/E-cigarette-sellers-turn-scholarships-promote-brands.html>

Morris B. Up in smoke: Is the vape shop boom about to end? BBC News, 2018. Available from: <https://www.bbc.com/news/business-43965382>

Morley K. Tobacco sales reps using 'illegal' tactics to sell their products in pubs. The Telegraph, 2018. Available from: <https://www.telegraph.co.uk/news/2018/10/15/tobacco-sales-reps-push-free-drinks-sell-wares/>

LaVito A. E-cigarette maker juul boosts lobbying spending as regulatory scrutiny increases. CNBC, 2018. Available from: <https://www.cnbc.com/2018/10/23/juul-e-cigarette-maker-boosts-lobbying-spending-as-fda-cracks-down.html>

Glover M. Kids as clickbait: Tobacco control & its unethical war on vaping. Vapebeat, 2018. Available from: <https://vapebeat.com/health/tobacco-control-war-on-vaping>

Glover M. No excuse for high smoking rates among indigenous people. Australian Tobacco Harm Reduction Association 2018. Available from: <https://athra.org.au/no-excuse-for-high-smoking-rates-among-indigenous-people/>

Gelbart R. Amazing vape, how sweet the smoke.... The Spectator, 2018. Available from: <https://www.spectator.com.au/2018/11/amazing-vape-how-sweet-the-smoke/>

Farley R. Is juuling, the cool kid accessory of choice, going to make it to television? Refinery29, 2018. Available from: <https://www.refinery29.com/en-us/2018/10/213641/juul-vape-teen-tv-netflix-shows>

Cullip M. Youtube's anti-vaping purge. Spiked, 2018. Available from: <http://www.spiked-online.com/newsite/article/youtubes-anti-vaping-purge/21413#.WwZEJ8tIKUI>

Creighton A. Smokers cough up \$16bn for tobacco. The Australian, 2018; (8).

Conti A. This 21-year-old is making thousands a month vaping on youtube. Vice.com, 2018. Available from: [https://www.vice.com/en\\_us/article/8xvjmk/this-21-year-old-is-making-thousands-a-month-vaping-on-youtube](https://www.vice.com/en_us/article/8xvjmk/this-21-year-old-is-making-thousands-a-month-vaping-on-youtube)

Caruana D. Juul devices will not be advertised on social media anymore. Vaping Post, 2018. Available from: <https://www.vapingpost.com/2018/06/22/juul-devices-will-not-be-advertised-on-social-media-anymore/>

Borland S. E-cigarette products made to look like sweets are being marketed at children, experts warn. Daily Mail, 2018. Available from: <http://www.dailymail.co.uk/health/article-5693329/E-Cigarette-products-look-like-sweets-marketed-children-experts-warn.html>

Birr S. Vape shops are incentivizing smokers to ditch cigarettes in the new year. The Daily Caller, 2018. Available from: <http://dailycaller.com/2018/01/10/vape-shops-are-incentivizing-smokers-to-ditch-cigarettes-in-the-new-year/>

Adams S. Why are flavoured e-cigs being aimed at british children? Vaping devices rolled out in supermarkets despite facing crackdown in America. Daily Mail Australia, 2018. Available from: <https://www.dailymail.co.uk/news/article-6425643/Vaping-devices-rolled-supermarkets-despite-facing-crackdown-America.html#comments>

Roberts K. Opinion: A midyear update on vapor products. CSP Daily News, 2017. Available from: <http://www.cspdailynews.com/print/csp-magazine/article/opinion-midyear-update-vapor-products>

No authors listed. E-cigarette online vendors triple, concerns raised about marketing, delivery. Medical XPress, 2017. Available from: <https://medicalxpress.com/news/2017-11-e-cigarette-online-vendors-triple-delivery.html>

No authors listed. E-cigarette online vendors triple, concerns raised about marketing, delivery. Medical XPress, 2017. Available from: <https://medicalxpress.com/news/2017-11-e-cigarette-online-vendors-triple-delivery.html>

No authors listed. Global substance abuse and addiction treatment market - should reach nearly \$4.4 billion in 2021 - research and markets Business Wire, 2017. Available from: <http://www.businesswire.com/news/home/20170911005656/en/Global-Substance-Abuse-Addiction-Treatment-Market-->

No authors listed. E-cigarette market size to be worth usd 44.56 billion by 2024: Hexa research Market Watch 2017. Available from: <http://www.marketwatch.com/story/e-cigarette-market-size-to-be-worth-usd-4456-billion-by-2024-hexa-research-2017-08-08-720321>

Nayar D. 2017 global electronic cigarette lithium battery market analysis and industry forecast. Incredible News 24, 2017. Available from: <http://incrediblenews24.com/20170830/global-electronic-cigarette-lithium-battery-market>

No authors listed. Vype pebble takes palm-sized approach to vaping. Develop3D, 2016. Available from: <http://www.develop3d.com/profiles/vype-pebble-design-ecigarette-vaping-British-American-Tobacco>

No authors listed. The big smoke - why e-smoking is flourishing, in *The Economist* 2016: UK Available from: <http://www.economist.com/node/21695963>.

No authors listed. \$50+ billion global e-cigarette and vaporizer market analysis, trends & opportunities - industry forecast to 2025 - research and markets. Sector Publishing Intelligence 2016. Available from: <http://www.sectorpublishingintelligence.co.uk/news/1383804/3650%2B+billion+global+ecigarette+and+vaporizer+market+analysis+trends++opportunities++industry+forecast+to+2025++research+and+markets>

Goldsmith C. The global e-cigarette market is set to be worth \$32bn by 2021, and the UK market will grow to \$5.67bn. City AM, 2016. Available from: <http://www.cityam.com/255646/global-e-cigarette-market-set-worth-32bn-2021-and-uk-market>

Caplinger D. Altria group inc.'S biggest failure in 2016 so far. The Motley Fool, 2016. Available from: <https://www.fool.com/investing/2016/09/30/altria-group-incs-biggest-failure-in-2016-so-far.aspx>

No authors listed. German court: E-cigarette liquids not medicines. Daily Mail, 2014. Available from: <http://www.dailymail.co.uk/wires/ap/article-2843027/German-court-e-cigarette-liquids-not-medicines.html>

Mills G. Burn out: E-cigarette market crashes in Spain. The Local Spain 2014. Available from: <http://www.thelocal.es/20141103/spain-turns-back-on-e-cigarettes-ance-who>

Lee J. Cigarette giant looks for ad agency. BrandRepublic, 2013. Available from: <http://www.brandrepublic.com/news/1183479/cigarette-giant-looks-ad-agency/>

### *18B.2.1 Content of e-cigarette advertisements*

Kaplan, S. Vape company used coronavirus to market to teens, say US representatives. *Independent*, 2020. June 3, 2020. Retrieved from <https://www.independent.co.uk/news/world/americas/puff-bar-vape-target-ad-teen-coronavirus-ban-fda-a9545836.html>

Caruana, D. UK: BAT Promoting E-Cigarettes Despite Ads Ban. *Vaping Post*, 2020. May 5<sup>th</sup>, 2020. Retrieved from <https://www.vapingpost.com/2020/05/05/uk-bat-promoting-e-cigarettes-despite-ads-ban/>

Glantz, S. (Producer). (2020, 05/05/2020). Puff Bar continues to thumb its nose at FDA. *Center for Tobacco Control Research and Education*. Retrieved from <https://tobacco.ucsf.edu/puff-bar-continues-thumb-its-nose-fda>

No authors listed. E-Cigarettes: Marketing a Lung-Harming, Kid-Addicting Product Amid The COVID-19 Crisis. *Campaign for Tobacco-Free Kids*, 2020. Retrieved from [https://www.tobaccofreekids.org/assets/content/press\\_office/2020/covid19-ecig-marketing.pdf](https://www.tobaccofreekids.org/assets/content/press_office/2020/covid19-ecig-marketing.pdf)

No authors listed. Massachusetts sues e-cigarette maker for 'taking a page from Big Tobacco' and targeting children and teens with its social media ads. *Daily Mail*, 2019. May 31, 2019. Available

from: <https://www.dailymail.co.uk/health/article-7088461/State-sues-e-cigarette-maker-says-targets-youth-market.html>

Becker, R. Why Big Tobacco and Big Vape love comparing nicotine to caffeine. *The Verge*, 2019. Apr 26, 2019. Available from: <https://www.theverge.com/2019/4/26/18513312/vape-tobacco-big-companies-nicotine-caffeine-comparison-drugs-chemicals>

LaVito, A. Juul is pitching its e-cigarette as an anti-smoking tool to employers and insurers. *CNBC*, 2019. Mar 7, 2019. Available from: <https://www.cnbc.com/2019/03/07/juul-e-cigarette-maker-pitches-employers-insurers.html>

Belluz, J. The vape company Juul said it doesn't target teens. Its early ads tell a different story. *Vox*, 2019. Jan 25, 2019. Available from: <https://www.vox.com/2019/1/25/18194953/vape-juul-e-cigarette-marketing>

LaVito, A. Juul combats criticism with new TV ad campaign featuring adult smokers who quit after switching to e-cigarettes. *CNBC*, 2019. Jan 8, 2019. Available from: <https://www.cnbc.com/2019/01/07/juul-highlights-smokers-switching-to-e-cigarettes-in-ad-campaign.html>

Lay, K. Vaping video seeks to shock smokers into using e-cigarettes. *The Times*, 2018. Dec 28, 2018. Available from: <https://www.thetimes.co.uk/article/vaping-video-seeks-to-shock-smokers-into-using-e-cigarettes-kszj3d0mg>

No authors listed. 'Nanna smokes a Juul': Andy Lee captures the hilarious moment his girlfriend Rebecca Harding teaches her grandma how to use a vape. *Daily Mail Australia*, 2018. Dec 26, 2018. Available from: <https://www.dailymail.co.uk/tvshowbiz/article-6529695/Andy-Lee-films-Rebecca-Harding-teaching-grandma-vaping.html>

No authors listed. Vaping firm defends ads after complaints arise. *Radio NZ*, 2018. Dec 16, 2018. Available from: <https://www.radionz.co.nz/news/national/378397/vaping-firm-defends-ads-after-complaints-arise>

Roose, K. Juul's Convenient Smoke Screen. *The New York Times*, 2019. Jan 11, 2019. Available from: <https://www.nytimes.com/2019/01/11/technology/juul-cigarettes-marketing.html?action=click&module=News&pgtype=Homepage>

U.S. Food & Drug Administration. Fda warns company for selling e-liquids that resemble kid-friendly foods as part of the agency's ongoing youth tobacco prevention plan. *FDA*, 2018. Available from: <https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm627123.htm>

Tucker G. Public health england hires vaping pr firm freuds. *The Times*, 2018. Available from: <https://www.thetimes.co.uk/article/health-watchdog-hires-vaping-pr-firm-njkkp5ksf>

Stanford University Research into the Impact of Tobacco Advertising. Cigs vs ecigs juul advertising images. *SRITA*, 2018. Available from: [http://tobacco.stanford.edu/tobacco\\_main/images-comp.php?token2=fm\\_tn\\_st328.php&token1=fm\\_tn\\_img10799.php&theme\\_file=fm\\_tn\\_mt035.php&theme\\_name=Cigs%20vs.%20eCigs&subtheme\\_name=Cigs%20vs.%20eCigs%20JUUL](http://tobacco.stanford.edu/tobacco_main/images-comp.php?token2=fm_tn_st328.php&token1=fm_tn_img10799.php&theme_file=fm_tn_mt035.php&theme_name=Cigs%20vs.%20eCigs&subtheme_name=Cigs%20vs.%20eCigs%20JUUL)

Stanford University Research into the Impact of Tobacco Advertising. Juul advertising images. SRITA, 2018. Available from:

[http://tobacco.stanford.edu/tobacco\\_main/subtheme\\_pods.php?token=fm\\_pods\\_mt068.php](http://tobacco.stanford.edu/tobacco_main/subtheme_pods.php?token=fm_pods_mt068.php)

No authors listed. Vaping is part of the smoker's quitting toolkit, just not here ... Yet. The Sydney Morning Herald,, 2018. Available from: <https://www.smh.com.au/national/vaping-is-part-of-the-smoker-s-quitting-toolkit-just-not-here-yet-20181220-p50nge.html>

No authors listed. Vapes being marketed as weight loss products The Star, 2018. Available from: <https://www.thestar.com.my/news/nation/2018/12/02/vaping-off-the-weight-vapes-being-marketed-as-weight-loss-products/>

No authors listed. Dismissal of claim juul misrepresents nicotine levels denied in california. Lexis Legal News, 2018. Available from: <https://www.lexislegalnews.com/articles/31183/dismissal-of-claim-juul-misrepresents-nicotine-levels-denied-in-california>

Keller K. Ads for e-cigarettes today hearken back to the banned tricks of big tobacco. Smithsonian, 2018. Available from: <https://www.smithsonianmag.com/history/electronic-cigarettes-millennial-appeal-ushers-next-generation-nicotine-addicts-180968747/>

Donald K and Thompson P. Mcfakin' it: The vape-maker blatantly targeting children with sugary flavours and mcdonald's rip-off packaging. Daily Mail, 2018. Available from: <https://www.dailymail.co.uk/news/article-6398503/Businessman-targets-kids-nicotine-vape-packets-look-like-McDonalds-milkshakes.html>

Curley M. Juul labs gets some claims tossed in e-cig labeling suit. Law360, 2018. Available from: <https://www.law360.com/articles/1097458/juul-labs-gets-some-claims-tossed-in-e-cig-labeling-suit>

No authors listed. Ash comment on vapour love sponsorship. ASH UK 2017. Available from: <https://www.thesun.co.uk/living/4288944/pageant-girl-7-faces-backlash-after-a-vaping-company-sponsor-her-100-to-promote-their-shop/>

No authors listed. New budget brands of vape juice, fruit flavoured. Broke Dock 2017. Available from: <https://www.brokedick.com/e-juice/>

Koulouris C. The top celebs who vape: A checklist of whose crossed into e-smoking. ScallyWag and Vagabond, 2017. Available from: <https://scallywagandvagabond.com/2017/08/the-top-celebs-who-vape-e-smoking-list/>

Keegan N. Smoke without fire?Pageant girl's mum faces backlash after a vaping company sponsor the 7-year-old £100 to promote their shop. The Sun, 2017. Available from: <https://www.thesun.co.uk/living/4288944/pageant-girl-7-faces-backlash-after-a-vaping-company-sponsor-her-100-to-promote-their-shop/>

Groome I. Vaping 101: What are cloud competitions and are they safe? Metro.co.uk, 2017. Available from: <http://metro.co.uk/2017/06/05/vaping-101-what-are-cloud-competitions-and-are-they-safe-6685953/>

No authors listed. Health agency takes on advertising for electronic cigarettes. Daily Mail 2016. Available from: <http://www.mailonsunday.co.uk/wires/ap/article-3386136/Health-agency-takes-advertising-electronic-cigarettes.html>



No authors listed. On twitter, e-cigarette ads spread like secondhand smoke EurekAlert, 2016. Available from: [http://www.eurekalert.org/pub\\_releases/2016-01/du-ote012616.php](http://www.eurekalert.org/pub_releases/2016-01/du-ote012616.php)

Groskopf C. What yelp data reveal about the sudden rise of vape shops in America. Quartz, 2016. Available from: <http://qz.com/608469/what-yelp-data-tells-us-about-vaping/>

Glantz S. The pitch: Movie offers product placement for e-cigs. Center for Tobacco Control Research and Education, 2016. Available from: <https://tobacco.ucsf.edu/pitch-movie-offers-product-placement-e-cigs>

Glantz S. E-cigs drop off hollywood's a-list. Center for Tobacco Control Research and Education (UCSF), 2016. Available from: <https://tobacco.ucsf.edu/e-cigs-drop-hollywoods-list>

No authors listed. E-cigarette database. Truth in Advertising / TINA.org, 2015 Available from: <https://www.truthinadvertising.org/e-cigarette-database/>

Walker B. Social media's effect on e-cigarette trend studied. Arizona Daily Wildcat, 2015. Available from: <http://www.wildcat.arizona.edu/article/2015/01/social-medias-effect-on-e-cigarette-trend>

Virtue G. A touch of the vapers: Will e-cigarettes ever look cool on screen? . The Guardian, 2015. Available from: <http://www.theguardian.com/tv-and-radio/tvandradioblog/2015/aug/20/e-cigarettes-true-detective-house-of-cards>

No authors listed. Blu-branded tobacco gantry shutters. Asian Trader, 2015. Available from: <http://www.tobacco.org/?q=Blu-branded+tobacco+gantry+shutters>

No authors listed. E-cigarette criteria. Truth in Advertising / TINA.org, 2015. Available from: <https://www.truthinadvertising.org/e-cigarette-criteria/>

No authors listed. Nz e-cigarette suppliers support stoptober. Scoop.co.nz, 2015. Available from: <http://www.scoop.co.nz/stories/BU1510/S00074/nz-e-cigarette-suppliers-support-stoptober.htm>

No authors listed. 'Sultry' e-cigarette advert banned. MSN / PA, 2015. Available from: <http://www.msn.com/en-gb/news/uknews/sultry-e-cigarette-advert-banned/ar-BBiNqCn>

No authors listed. Which party leader is most popular in these election-inspired e-cigarette flavours? . BT.com/PA 2015. Available from: <http://home.bt.com/news/news-extra/which-party-leader-is-most-popular-in-these-election-inspired-e-cigarette-flavours-11363975830342>

No authors listed. Most complained-of ads were in 2014. Yahoo! News, 2015. Available from: <https://uk.news.yahoo.com/most-complained-ads-were-2014-001558373.html#TNrrb4q>

No authors listed. Kure corp, leading global vapor brand, announces its board of directors PR Newswire, 2015. Available from: <http://www.prnewswire.com/news-releases/kure-corp-leading-global-vapor-brand-announces-its-board-of-directors-300022250.html>

No authors listed. S&m brands, inc. Announces new addition carnal ecstasy to its lex12® product line for 2015 PR Newswire, 2015. Available from: <http://www.prnewswire.com/news-releases/sm-brands-inc-announces-new-addition-carnal-ecstasy-to-its-lex12-product-line-for-2015-300022484.html>

Mears T. E-cigarette store criticised for using minions characters on one of its products Wales Online, 2015. Available from: <http://www.walesonline.co.uk/news/wales-news/e-cigarette-store-criticised-using-minions-9568973>

Mathews T. The brand behind the bold and provocative ad campaign 'we love smokers' PR Web 2015. Available from: <http://www.prweb.com/releases/2015/03/prweb12561864.htm>

Lowrey B. Njoy puts out e-cig false ad class with comcast precedent. Law 360, 2015. Available from: <https://www.law360.com/articles/691589/njoy-puts-out-e-cig-false-ad-class-with-comcast-precedent>

Haag A and Redington T. 22nd century group obtains cigarette distribution licenses in new york state. Business Wire, 2015. Available from: <http://www.businesswire.com/news/home/20150615005988/en/22nd-Century-Group-Obtains-Cigarette-Distribution-Licenses#.Va2HDvmqBc>

Briggs F. 7stripe launches premium e-cigarette brand in UK. Retail Times, 2015. Available from: <http://www.retailtimes.co.uk/7stripe-launches-premium-e-cigarette-brand-uk/>

Branley A. Flavoured e-cigarettes being sold alongside lollies aimed at children, cancer council warns. ABC News, 2015. Available from: <http://www.abc.net.au/news/2015-05-14/e-cigarettes-sold-alongside-lollies-cancer-council-warns/6467708>

Woollaston V. The e-cigarette that doubles up as a mobile phone and a music player. Daily Mail 2014. Available from: <http://www.dailymail.co.uk/sciencetech/article-2563772/The-e-cigarette-doubles-MOBILE-PHONE-music-player.html>

Walker G. E-cigarette sales hit a wall in grocery stores. Convenience Store, 2014. Available from: <http://www.conveniencestore.co.uk/news/e-cigarette-sales-hit-a-wall-in-grocery-stores/511008.article>

Sottile L. The right to vape, in *The Atlantic* 2014: USA. Available from: [http://www.theatlantic.com/health/archive/2014/10/the-right-to-vape/381145/?single\\_page=true](http://www.theatlantic.com/health/archive/2014/10/the-right-to-vape/381145/?single_page=true).

Schwartzel E. Coming soon to theaters near you: E-cigarettes. The Wall Street Journal, 2014. Available from: <http://online.wsj.com/articles/coming-soon-to-theaters-near-you-e-cigarettes-1410748204>

Satel S. Are hollywood starlets glamorizing smoking by using e-cigarettes? Forbes, 2014. Available from: <http://www.forbes.com/sites/realspin/2014/01/23/are-hollywood-starlets-glamorizing-smoking-by-using-e-cigarettes/>

O'Regan M. UK e-cigs cafe aims to bring smokers in from the cold. Independent.ie, 2014. Available from: <http://www.independent.ie/irish-news/news/uk-ecigs-cafe-aims-to-bring-smokers-in-from-the-cold-30571777.html>

No authors listed. Stanford research into the impact of tobacco advertising. Stanford School of Medicine, 2014. Available from: [http://tobacco.stanford.edu/tobacco\\_main/ecigs.php](http://tobacco.stanford.edu/tobacco_main/ecigs.php)

No authors listed. Why almost all non-smokers like the e-cig. Blu Blog, 2014. Available from: <http://blog.blucigs.com/why-almost-all-non-smokers-like-the-e-cig/>

No authors listed. An e-cigarette ad on an itsy, bitsy bikini. Campaign for Tobacco-Free Kids 2014. Available from: [http://www.tobaccofreekids.org/tobacco\\_unfiltered/post/2014\\_02\\_24\\_si](http://www.tobaccofreekids.org/tobacco_unfiltered/post/2014_02_24_si)

No authors listed. Electronic cigarettes international group launches the first 'blending boutique' with their vip® brand in the united kingdom to surpass over 120 shops and outlets in europe Business Wire, 2014. Available from: <http://www.businesswire.com/news/home/20141215005641/en/Electronic-Cigarettes-International-Group-Launches-%E2%80%98Blending-Boutique%E2%80%99#.VJXX0cAB8>

No authors listed. Vape bar offers alternative to smoking, but where is the regulation? Fitzrovia News, 2014. Available from: <http://news.fitzrovia.org.uk/2014/12/05/vape-bar-offers-alternative-to-smoking-but-where-is-the-regulation/>

No authors listed. Quit smoking network chooses smith and ramsay brands as primary supplier. Market Wired, 2014. Available from: <http://www.marketwired.com/press-release/quit-smoking-network-chooses-smith-and-ramsay-brands-as-primary-supplier-otcqb-avlp-1977726.htm>

No authors listed. New tv campaign for vype epen. Talking Retail 2014. Available from: <http://www.talkingretail.com/products-news/non-food/new-tv-campaign-vype-epen/>

No authors listed. E-cigarette advertising too glamorous say adolescents. Medical News Today, 2014. Available from: <http://www.medicalnewstoday.com/releases/286117.php>

No authors listed. Labour mulls ban of e-cigarette ads. Campaign, 2014. Available from: <http://www.campaignlive.co.uk/news/1320706/labour-mulls-ban-e-cigarette-ads/>

No authors listed. E-cigarettes can appear in tv adverts, watchdog rules. BBC News, 2014. Available from: <http://www.bbc.com/news/uk-29553288>

No authors listed. E-ciggies get brit tv ok. iSENTIA, 2014. Available from: <http://readnow.isentia.com/articlepresenter.aspx?guid=4e05ae04-f5ac-43f1-8c1b-9cfe8a7a96c2&serid=60550&ArticleID=324284697&output=txt>

No authors listed. Asa adjudication on must have ltd Advertising Standards Authority, 2014. Available from: [http://www.asa.org.uk/Rulings/Adjudications/2014/9/Must-Have-Ltd/SHP\\_ADJ\\_267854.aspx#.VFCx7BYghX](http://www.asa.org.uk/Rulings/Adjudications/2014/9/Must-Have-Ltd/SHP_ADJ_267854.aspx#.VFCx7BYghX)

McMillan V. No end to culture of smoking if e-cigs get reputation as 'cool'. nzDoctor.co.nz, 2014. Available from: <http://www.nzdoctor.co.nz/news/2014/october-2014/31/no-end-to-culture-of-smoking-if-e-cigs-get-reputation-as-%27cool%27.aspx>

Lyons T. Japan tobacco stubs out look-alike waterford e-cigarettes. The Irish Times, 2014. Available from: <http://www.irishtimes.com/business/sectors/retail-and-services/japan-tobacco-stubs-out-look-alike-waterford-e-cigarettes-1.1914624>

Lyons T. Japanese tobacco firm halts legal action against waterford firm The Irish Times, 2014. Available from: <http://www.irishtimes.com/business/sectors/health-pharma/japanese-tobacco-firm-halts-legal-action-against-waterford-firm-1.1932526>

Low C. E-cigarette lets you smoke, take calls, and play music. Irish Examiner, 2014. Available from: <http://www.irishexaminer.com/ireland/cwojsnoiauau/rss2/>

Harlow J. Jovovich film gets \$1m to puff ecigarettes. The Sunday Times, 2014. Available from: <http://www.thesundaytimes.co.uk/sto/news/article1461998.ece>

Cunningham A. Why not add nicotine to cornflakes? It would boost the economy. The Huffington Post, 2014. Available from: [http://www.huffingtonpost.co.uk/andrew-cunningham/why-not-add-nicotine-to-c\\_b\\_5960516.html](http://www.huffingtonpost.co.uk/andrew-cunningham/why-not-add-nicotine-to-c_b_5960516.html)

Chapman M. Phones 4u demise could spark controversial e-cigarette store openings. Retail-Week.com, 2014. Available from: <http://www.retail-week.com/companies/phones-4u/phones-4u-demise-could-spark-controversial-e-cigarette-store-openings/5064321.article>

Campbell D. E-cigarettes should be called 'nicotine sticks' to curb appeal, experts say. The Guardian, 2014. Available from: <http://www.theguardian.com/society/2014/aug/29/e-cigarettes-nicotine-sticks-curb-appeal>

Bolario JL. Candy flavors put e-cigarettes on kids' menu. NPR Audio, 2014. Available from: <http://www.npr.org/blogs/health/2014/02/17/276558592/candy-flavors-put-e-cigarettes-on-kids-menu>

Awford J. The perfect prop for a hollywood baddie? Directors turn to e-cigarettes to show characters 'too slick to be trusted'. ThisisMoney.co.uk, 2014. Available from: <http://www.thisismoney.co.uk/news/article-2738511/The-perfect-prop-Hollywood-baddie-Directors-turn-e-cigarettes-characters-slick-trusted.html>

Allen V. First tv smoking advert in 49 years will be broadcast tonight showing someone using an e-cigarette. Daily Mail, 2014. Available from: <http://www.dailymail.co.uk/news/article-2827889/First-TV-smoking-advert-49-years-broadcast-tonight-showing-using-e-cigarette.html>

Wilson C. Celtic e-cig deal means fans can get nicotine hit. Evening Times, 2013; Sep 6. Available from: <http://www.eveningtimes.co.uk/news/celtic-e-cig-deal-means-fans-can-get-nicotine-hit-135527n.22074965>

Sharkey P. Morals are rarely an issue when big-money sponsors come calling. Birmingham Post, 2013; Sep 5. Available from: <http://www.birminghampost.co.uk/news/news-opinion/peter-sharkey-morals-rarely-issue-5842760>

Ralph A. Big tobacco fires up huge advert drive to 'glamorise' e-cigarettes. The Times, 2013; Sep 14. Available from: <http://www.thetimes.co.uk/tto/news/uk/article3868900.ece>

No authors listed. October becomes 'swaptober' for smokers. SourceWire, 2013. Available from: <http://www.sourcewire.com/news/79557/october-becomes-swaptober-for-smokers>

No authors listed. E-cigs firm complete old firm double by sealing deal with rangers. Herald Scotland, 2013; Sep 12. Available from: <http://www.heraldscotland.com/news/home-news/e-cigs-firm-complete-old-firm-double-by-sealing-deal-with-rangers.1378988025>

No authors listed. E.Cigarettes firm told to hand back old ash wales web domain name. BBC News Wales, 2013. Available from: <http://www.bbc.co.uk/news/uk-wales-23963001>

No authors listed. Millers announce sponsorship from skycig. Non League Daily, 2013. Available from: <http://www.nonleaguedaily.com/news/index.php?&newsmode=FULL&nid=97763>

Emerson S. Electronic cigarette maker partners with celtic. The Scotsman, 2013; Sep 5. Available from: <http://www.scotsman.com/news/health/electronic-cigarette-maker-partners-with-celtic-1-3078625>

de Andrade M. The marketing of electronic cigarettes in the UK. Cancer Research Campaign, 2013. Available from: [http://www.cancerresearchuk.org/prod\\_consump/groups/cr\\_common/@nre/@pol/documents/geralcontent/cr\\_115991.pdf](http://www.cancerresearchuk.org/prod_consump/groups/cr_common/@nre/@pol/documents/geralcontent/cr_115991.pdf)

Campsie A. Celtic under fire for agreeing deal on electronic cigarettes. Herald Scotland, 2013; Sep 6. Available from: <http://www.heraldscotland.com/news/home-news/celtic-under-fire-for-agreeing-deal-on-electronic-cigarettes.22075539>

### *18B.2.2 Effects of e-cigarette advertising on adults*

Rahhal N. Is hip hop fueling vape culture? 50% of rap videos feature e-cigarettes, weed and tobacco as researchers warn the industry 'targets minorities'. Daily Mail, 2018. Available from: [https://www.dailymail.co.uk/health/article-6278463/Is-hip-hop-fueling-vape-culture-50-rap-videos-feature-e-cigarettes-weed-tobacco.html?ito=1490&ns\\_campaign=1490&ns\\_mchannel=rss](https://www.dailymail.co.uk/health/article-6278463/Is-hip-hop-fueling-vape-culture-50-rap-videos-feature-e-cigarettes-weed-tobacco.html?ito=1490&ns_campaign=1490&ns_mchannel=rss)

No author listed. Fda tobacco compliance webinars. U.S. Food & Drug Administration, 2018. Available from: [https://www.fda.gov/tobaccoproducts/guidancecomplianceregulatoryinformation/ucm220111.htm?utm\\_source=Eloqua&utm\\_medium=email&utm\\_term=stratcomms&utm\\_content=landingpage&utm\\_campaign=CTP%20News%3A%20CMP%20%2B%20NTSO%20Webinars%20-%20101618](https://www.fda.gov/tobaccoproducts/guidancecomplianceregulatoryinformation/ucm220111.htm?utm_source=Eloqua&utm_medium=email&utm_term=stratcomms&utm_content=landingpage&utm_campaign=CTP%20News%3A%20CMP%20%2B%20NTSO%20Webinars%20-%20101618)

Malito A. E-cigarette commercials may encourage smokers to quit. Market Watch, 2018. Available from: [https://www.marketwatch.com/story/e-cigarette-commercials-may-encourage-smokers-to-quit-2018-02-06?link=MW\\_latest\\_news](https://www.marketwatch.com/story/e-cigarette-commercials-may-encourage-smokers-to-quit-2018-02-06?link=MW_latest_news)

Price E. This british startup wants to make vaping look less dorky. Fortune, 2017. Available from: <http://fortune.com/2017/10/18/vape-pen-cigarette-ayr/>

No authors listed. Make space for the vapes. Convenience Store, 2017. Available from: <https://www.conveniencestore.co.uk/advice/products-in-depth/make-space-for-the-vapes/558929.article>

No authors listed. Sales of vape starter kits soar by 37 per cent as nhs stoptober campaign embraces e-cigarettes. London Loves Business, 2017. Available from: <http://www.londonlovesbusiness.com/lifestyle/sales-of-vape-starter-kits-soar-by-37-per-cent-as-nhs-stoptober-campaign-embraces-e-cigarettes/18225.article>

No authors listed. Blu introduces 'something better' campaign. Convenience Store Decisions, 2017. Available from: <https://www.cstoredecisions.com/2017/10/02/blu-introduces-something-better-campaign/#>

Burne James S. Policy call, a hire from no 10, free vapes: 'Alt tobacco' lobby lights up tory conference. PR Week, 2017. Available from: <https://www.prweek.com/article/1446253/policy-calls-hire-no-10-free-vapes-alt-tobacco-lobby-lights-tory-conference#PbE2T6vpIWwhg3zh.99>

### *18B.2.3 Effects of e-cigarette advertising on children*

Myers, M. World No Tobacco Day Exposes How Tobacco Companies Continue To Target Kids – and Why Policy Makers Must Act Now to Stop Them. *Campaign for Tobacco-Free Kids*, 2020. May 28, 2020. Retrieved from [https://www.tobaccofreekids.org/press-releases/2020\\_05\\_28\\_world-no-tobacco-day](https://www.tobaccofreekids.org/press-releases/2020_05_28_world-no-tobacco-day)

STOP. 10 Ways the Tobacco Industry Targets Youth. *Stopping Tobacco Organizations & Products*, 2020. May 20, 2020. Retrieved from [https://exposetobacco.org/news/10-ways-to-target-youth/?utm\\_source=Stopping+Tobacco+Organizations+and+Products+%28STOP%29&utm\\_campaign=2e32b0a756-WNTD\\_May\\_31\\_2020&utm\\_medium=email&utm\\_term=0\\_a7474fe40f-2e32b0a756-354388817](https://exposetobacco.org/news/10-ways-to-target-youth/?utm_source=Stopping+Tobacco+Organizations+and+Products+%28STOP%29&utm_campaign=2e32b0a756-WNTD_May_31_2020&utm_medium=email&utm_term=0_a7474fe40f-2e32b0a756-354388817)

WHO. The secret's out: the tobacco industry targets a new generation. *World Health Organization*, 2020. May 29, 2020. Retrieved from <http://www.euro.who.int/en/health-topics/disease-prevention/tobacco/news/news/2020/5/the-secrets-out-the-tobacco-industry-targets-a-new-generation>

World Health Organization. (2020). *Country case studies on electronic nicotine and non-nicotine delivery systems regulation, 2019 Brazil, Canada, the Republic of Korea and the United Kingdom*. Retrieved from Denmark: [http://www.euro.who.int/\\_data/assets/pdf\\_file/0003/443676/Country-case-studies-on-electronic-nicotine-and-non-nicotine-delivery-systems-regulation-2019-eng.pdf?ua=1](http://www.euro.who.int/_data/assets/pdf_file/0003/443676/Country-case-studies-on-electronic-nicotine-and-non-nicotine-delivery-systems-regulation-2019-eng.pdf?ua=1)

World Health Organization. (2020). *Electronic nicotine and non-nicotine delivery systems: a brief*. Retrieved from Denmark: [http://www.euro.who.int/\\_data/assets/pdf\\_file/0009/443673/Electronic-nicotine-and-non-nicotine-delivery-systems-brief-eng.pdf?ua=1](http://www.euro.who.int/_data/assets/pdf_file/0009/443673/Electronic-nicotine-and-non-nicotine-delivery-systems-brief-eng.pdf?ua=1)

Wolf J. E-cig maker juul won't tempt instagrammers with models anymore. Bloomberg, 2018. Available from: <https://www.bloomberg.com/news/articles/2018-06-14/e-cig-maker-juul-won-t-tempt-instagrammers-with-models-anymore>

Ungoed-Thomas J and Neal W. Vaping brands 'target children'. The Times, 2018. Available from: <https://www.thetimes.co.uk/edition/news/vaping-brands-target-children-wjk7z8zjz>

Rapaport L. More u.S. Teens seeing e-cigarette ads. Reuters, 2018. Available from: <https://www.reuters.com/article/us-health-teens-ecigarettes/more-u-s-teens-seeing-e-cigarette-ads-idUSKCN1HD2WE>

Peryer M. Candy or nicotine? Flavored e-cigarettes manipulate brain activity. Yale News, 2018. Available from: <https://yaledailynews.com/blog/2018/04/17/candy-or-nicotine-flavored-e-cigarettes-manipulate-brain-activity/>

No authors listed. Teens are 16 times more likely to use juul than older age groups. Truth Initiative, 2018. Available from: <https://truthinitiative.org/news/teens-are-16-times-more-likely-use-juul-than-older-age-groups>

Mundell EJ. More u.S. Teens seeing ads for e-cigarettes. Medical XPress, 2018. Available from: <https://medicalxpress.com/news/2018-03-teens-ads-e-cigarettes.html>

LaVito A. Blu e-cigarette maker plans to restrict online sales amid fda crackdown on teen use. CNBC, 2018. Available from: <https://www.cnbc.com/2018/11/13/imperial-brands-blu-e-cigarette-maker-plans-to-restrict-online-sales.html>

Kelly L. Juul sales among young people fueled by social media, says study. The Washington Times, 2018. Available from: <https://www.washingtontimes.com/news/2018/jun/4/juul-sales-among-young-people-fueled-by-social-med/>

Jewell B. Britain's £1bn vaping industry 'is targeting children' with cartoon character packaging and flavours that resemble fizzy drinks and sweets. Daily Mail, 2018. Available from: <https://www.dailymail.co.uk/news/article-6275047/Britains-1bn-vaping-industry-targeting-children-flavours-resemble-sweets.html>

Craver R. 'Extremely concerned' about youth marketing, n.C. Attorney general requests operational documents from e-cig maker juul Winston-Salem Journal, 2018. Available from: [https://www.journalnow.com/business/extremely-concerned-about-youth-marketing-n-c-attorney-general-requests/article\\_60e189d8-77bc-5531-b915-94a3bda0369b.html](https://www.journalnow.com/business/extremely-concerned-about-youth-marketing-n-c-attorney-general-requests/article_60e189d8-77bc-5531-b915-94a3bda0369b.html)

Azar A and Gottlieb S. We cannot let e-cigarettes become an on-ramp for teenage addiction. The Washington Post, 2018. Available from: [https://www.washingtonpost.com/opinions/we-cannot-let-e-cigarettes-become-an-on-ramp-for-teenage-addiction/2018/10/11/55ce424e-ccc6-11e8-a360-85875bac0b1f\\_story.html?noredirect=on&utm\\_term=.7a7fadcb9990](https://www.washingtonpost.com/opinions/we-cannot-let-e-cigarettes-become-an-on-ramp-for-teenage-addiction/2018/10/11/55ce424e-ccc6-11e8-a360-85875bac0b1f_story.html?noredirect=on&utm_term=.7a7fadcb9990)

No authors listed. U.S. E-liquid market - poised to grow over \$4.77 billion by 2025 - increasing number of convenience stores & online retailers are enhancing e-liquid product offerings - research and markets Business Wire, 2017. Available from: <http://www.businesswire.com/news/home/20170131005647/en/U.S.-E-Liquid-Market---Poised-Grow-4.77>

Wright, M. Instagram promoting vape products to children as young as 13, Telegraph investigation finds Telegraph, 2019. Mar 1, 2019. Available from: <https://www.telegraph.co.uk/news/2019/03/01/instagram-promoting-vape-products-children-young-13-telegraph/>

#### *18B.2.4 Retailing of e-cigarettes*

**No authors listed. ARA ends relationship with Australian Retail Vaping Industry Association. *Mirage*, 2020. Sept 29, 2020. Retrieved from <https://www.miragenews.com/ara-ends-relationship-with-australian-retail-vaping-industry-association/>**

Gustafson, I. 18-Pack Countertop Display. *C Store Decisions*, 2020. August 10, 2020. Retrieved from <https://cstoredecisions.com/2020/08/10/18-pack-countertop-display/>

Truppner, M. Feinstein: Combatting Underage E-Cigarette Sales. *My Mother Lode*, 2020. July 30, 2020. Retrieved from <https://www.mymotherlode.com/news/local/1144921/feinstein-combatting-underage-e-cigarette-sales.html>

Bird, S. Vape products must not be sold as medicines, academics claim *The Telegraph*, 2019. Nov 23, 2019. Available from: <https://www.telegraph.co.uk/news/2019/11/23/vape-products-must-not-sold-medicines-academics-claim/>

Donnelly, L. Mental health hospital to hand out free e-cigarettes to those trying to quit smoking. *The Telegraph*, 2019. Oct 17, 2019. Available from: <https://www.telegraph.co.uk/news/2019/10/17/mental-health-hospital-hand-free-e-cigarettes-trying-quit-smoking/>

No authors listed. Harm reduction - 18B.2.4 Retailing of e-cigarettes. *NZ Herald*, 2019. Oct 21, 2019. Available from: [https://www.nzherald.co.nz/business/news/article.cfm?c\\_id=3&objectid=12278348](https://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=12278348)

Kalra, A. Vaping devices still available on Amazon, Flipkart after India ban. *Reuters*, 2019. Sept 19, 2019. Available from: <https://www.reuters.com/article/india-ecigarettes-sale/vaping-devices-still-available-on-amazon-flipkart-after-india-ban-idUSL3N26A1F4>

Myers, M. Juul's Latest Effort to Prevent Sales to Kids Is Too Little Too Late. *Campaign for Tobacco-Free Kids*, 2019. Aug 29, 2019. Available from: [https://www.tobaccofreekids.org/press-releases/2019\\_08\\_28\\_juul](https://www.tobaccofreekids.org/press-releases/2019_08_28_juul)

No authors listed. Juul Offers Over \$100M In Incentives To Retailers To Adopt Electronic Age Verification Systems. *Kaiser Health News*, 2019. Aug 29, 2019. Available from: <https://khn.org/morning-breakout/juul-offers-over-100m-in-incentives-to-retailers-to-adopt-electronic-age-verification-systems/>

Donnelly, L. Vape shops open on NHS hospital sites, in bid to stub out smoking. *The Telegraph*, 2019. July 9, 2019. Available from: <https://www.telegraph.co.uk/news/2019/07/09/vape-shops-open-nhs-hospital-sites-bid-stub-smoking/>

LaVito, A. Juul is exploring plans to open its own US retail shops. *CNBC*, 2019. May 30, 2019. Available from: <https://www.cnbc.com/2019/05/30/juul-is-exploring-plans-to-open-its-own-us-stores-wsj-citing-sources.html>

Cronin, E. Juul targets UK convenience stores. *Talking Retail*, 2019. Feb 19, 2019. Available from: <https://www.talkingretail.com/products-news/tobacco/juul-targets-uk-convenience-stores-19-02-2019/>

Redmond, H. UK Supermarket Chain Criticized for Displaying Vapes in Exactly the Right Place. *Filter*, 2019. Jan 25, 2019. Available from: <https://filtermag.org/2019/01/25/uk-supermarket-chain-criticized-for-displaying-vapes-in-exactly-the-right-place/>

Seo, B. Nicovape will sell e-cigarettes, prescriptions online. *The Australian Financial Review*, 2019. Jan 29, 2019. Available from: <https://www.afr.com/technology/nicovape-will-sell-ecigarettes-prescriptions-online-20190125-h1ahw9>



Smith, N. Thousands of smokers to switch to vaping today to mark National Cigarette Amnesty Day with VPZ. Daily Record, 2019. Jan 14, 2019. Available from:  
<https://www.dailyrecord.co.uk/thousands-smokers-switch-vaping-today-13853369>

Donnelly B. Edinburgh e-cigarette firm vaporized to open 200 shops UK-wide. The Herald, 2018. Available from: [https://www.heraldscotland.com/business\\_hq/16999506.edinburgh-e-cigarette-firm-vaporized-to-open-200-shops-uk-wide/](https://www.heraldscotland.com/business_hq/16999506.edinburgh-e-cigarette-firm-vaporized-to-open-200-shops-uk-wide/)

Walker G. The future looks bright. Convenience Store UK, 2018. Available from:  
<https://www.conveniencestore.co.uk/advice/products-in-depth/the-future-looks-bright/572939.article>

Yonhap. E-cigarette makers using aggressive marketing tactics. The Korea Herald, 2018. Available from: <http://www.koreaherald.com/view.php?ud=20181210000281>

Wells L. One stop stores install imperial tobacco vaping display. Talking Retail, 2018. Available from:  
<https://www.talkingretail.com/news/industry-news/one-stop-stores-install-imperial-tobacco-vaping-display-05-12-2018/>

Gill O. Sainsbury's and juul strike landmark vaping deal Telegraph UK, 2018. Available from:  
<https://www.telegraph.co.uk/business/2018/11/02/sainsburys-juul-strike-landmark-vaping-deal/>