Relevant news and research
18B.2 Advertising and promotion

Last updated October 2020

Research:


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


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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


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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


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


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


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18B.2.4 Retailing of e-cigarettes


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18B.2.5 Packaging of E-cigarettes


News reports:


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releases/vuse-launches-updated-adult-nicotine-consumer-focused-website-vusecom-301093353.html


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18B.2.1 Content of e-cigarette advertisements


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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


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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:


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

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18B.2.4 Retailing of e-cigarettes


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