

Current / ex-smokers and use of e-cigarettes

While I am broadly in agreement with the authors that young people should not be exposed to e-cigarette advertising (1), we should not forget that these nicotine delivery systems may be of benefit in mitigating the harm of combustible tobacco products, or their potential effectiveness at helping smokers transition to non-smoker (2). It is unclear what proportion of current smokers or ex-smokers in this sample were now users of e-cigarettes, as these groups appear excluded from the survey.

The data reported is based on a population of non-smokers, with 0.3% overall admitting to current use of e-cigarettes, and 2.6% 'other' combustible tobacco products. proportion of young people doing both is not clear, but this could have a significant impact on the reported intention to smoke cigarettes. It would be interesting to explore the data for those young people who were tobacco naive.

(1) Bunnell R, Agaku IT, Arrazola R, Apelberg BJ, Caraballo RS, Corey CG, et al. Intentions to smoke cigarettes among never smoking US middle and high school electronic cigarette users—National Youth Tobacco Survey, 2011-2013. *Nicotine Tob Res* 2014; published online 20 August.
doi:10.1093/ntr/ntu166.

(2) McNeill A, Etter J, Farsalinos K,

Hajek P, Houezec J & McRobbie H. A critique of a WHO-commissioned report and associated article on electronic cigarettes. *Addiction* , published online 5 September. doi: 10.1111/add.12730

Competing interests: No competing interests