Reviewer's report

Title: "Immortal but frightened" - smoking adolescents' perceptions on smoking uptake and prevention

Version: 1 Date: 7 June 2010

Reviewer: Murray Laugesen

Reviewer's report:

Overall, excellent study of its kind. But for readers to interpret it, it needs to be set in context for readers outside of Sweden.

Minor essential revision

As snus is so popular in Sweden, snus need more mention as it affects smoking.

Introduction mentions that smoking or tobacco use has recently since 2007 increased at age 15. Which is it? Has smoking increased due to snus being more expensive or what? Or have both increased? In North of Sweden where snus is said to be particularly popular, what is the trend? Can you give North Sweden smoking prevalence and snus use statistics or for the county population at age 15? Is snus the first choice of tobacco product at age 15 among boys, or is smoking?

You mention there is a smoking community for novice smokers.

Is there a similar snus community? Do they mix?

Level of interest: An article whose findings are important to those with closely related research interests

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

'I declare that I have no competing interests'