Reviewer’s report

**Title:** The potential impact of plain packaging of cigarette products among Brazilian young women: an experimental study

**Version:** 4  **Date:** 12 May 2012

**Reviewer:** Olivia Maynard

**Reviewer’s report:**

This revised manuscript has satisfactorily addressed all of the points I raised in my review of the original submission. This is an important paper which supports and extends research indicating that plain packaging might be effective in reducing brand appeal, demonstrating this in one of the largest global tobacco markets.

**Level of interest:** An article of importance in its field

**Quality of written English:** Acceptable

**Statistical review:** Yes, and I have assessed the statistics in my report.

**Declaration of competing interests:**

I declare that I have no competing interests