Author's response to reviews

Title: Perceptions of typical users of plain vs. branded cigarette packs among young smokers and non-smokers. A between-subjects experimental survey

Authors:

Ingeborg Lund (il@sirus.no)
Janne Scheffels (js@sirus.no)

Version: 2 Date: 16 May 2013

Author's response to reviews:

Three changes were made to the manuscript:

1. In methods the following sentence was added: This study was approved by the Norwegian Data Inspectorate.

2. After conclusions, a new section was added where the authors declare that they have no conflict of interest

3. An authors’ contribution section was added after competing interests