Reviewer's report

Title: Young adult smokers' responses to novel tobacco warnings

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Reviewer: Becky Freeman

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Important area - Canadian research has shown that health warnings do need refreshing and a mix of types of warnings does seem to be necessary.

Were these images pilot tested at all? I find some of them a bit abstract and difficult to understand. For example, I'm unclear how the unattractive blood-shot eyes could be framed as a health issue? Seems like it is more of an social risk - or something else entirely? I think it needs to acknowledged in the manuscript that the image chosen was perhaps problematic, it may be that immediate health causes are salient with this group, but this warning was a poor choice to test this concept. I am also unsure about trying to make the connection to drinking - is complex for one image to illustrate.

As to the social risks warnings - it seems from the results presented that young adult smokers are well aware of these issues, that these warnings aren't bringing them new or novel information - that they already have strategies in place to cope with bad smell etc. So it woudl be useful if the authors could better explain how these warnings will impact on young adults smokers - if this info is well understood already? Other PWL reserarchc shows that novel or shocking warnings that present new or unknown information are the most effective.

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