Reviewer's report

Title: The importance of the belief that "light" cigarettes are smoother in misperceptions of the harmfulness of "light" cigarettes in the Republic of Korea: a nationally representative cohort study

Version: 3 Date: 4 June 2015

Reviewer: Mike Daube

Reviewer's report:

This is a valuable paper that makes an important contribution to the literature. It provides a clear and straightforward report in an area of public health interest and importance. It is concisely written, well constructed, and publication is strongly supported.

A minor editorial comment that should not in any way delay publication.

p5 - Ireland and the UK have now legislated for plain packaging (though this may well have occurred after the paper was written). The text may still indeed be accurate, but might also read, "....Ireland and the UK have also passed legislation requiring plain packaging, and other countries including France and Norway are planning similar legislation".

This should, however, be seen very much as a technical/editorial amendment and, as above, should not in any way delay publication of an excellent paper from the ITC group, which has an outstanding record.

Level of interest: An article of outstanding merit and interest in its field

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