Reviewer's report

Title: Filter presence and tipping paper color influence consumer perceptions of cigarettes

Version: 2 Date: 3 September 2015

Reviewer: Janine Cataldo

Reviewer's report:

Excellent and important paper with a novel approach, well written. Could inform FDA regulation.

L18 add word "cancer"

Level of interest: An article of importance 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:

no conflict of interest