Reviewer’s report

Title: What do we know about the effects of exposure to 'Low alcohol' and equivalent product labelling on the amounts of alcohol, food and tobacco people select and consume? A systematic review.

Version: 1 Date: 13 Sep 2016

Reviewer: Marianne Weber

Reviewer's report:

I believe the paper to be a valuable contribution to the field. The methods are rigorous and the conclusions are well considered. The authors have addressed the reviewer's concerns adequately. I only have a couple of minor comments on style. There a few sentences that are long and convoluted, and where re-wording would improve understanding:

Sentence pg 13 Results:

It was not possible to derive a clear result for any effect of exposure to beer bottles labeled as 'Light' on participants' intention to consume (measured by asking 'Given the information shown on the front and the back of the bottle, would the available information increase or decrease the amount you would drink, that is, your consumption level?') because the reported direction of effect on intention to consume differed between the (ineligible) 'Serving Facts label' versus 'No Serving Facts label' comparison also investigated within this study, and insufficient data were reported to enable outcome data to be combined across these (irrelevant) conditions for this outcome measure.

Discussion pg 25:

Moreover, equivocal results for behavioral endpoints mean that current evidence sheds little light on the key public health issue at hand: the extent to which altered perceptions of products may result in behavior change that protects or harms health (i.e. overall reductions or increases in the amounts of potentially health-harming substances selected and consumed) remains uncertain.

Discussion Pg 26:

For example, meta-analyses of outcome data from RCTs of food labeling, which indicated that exposure to 'Low fat' or equivalent labels on food products increased participants' understanding
of the content of the product but had no effect on quantities consumed, beliefs about consumption, or appeal, should be viewed with caution due to concerns about study limitations (unclear risk of bias), inconsistency, indirectness and imprecision.

Are the methods appropriate and well described?
If not, please specify what is required in your comments to the authors.

Yes

Does the work include the necessary controls?
If not, please specify which controls are required in your comments to the authors.

Yes

Are the conclusions drawn adequately supported by the data shown?
If not, please explain in your comments to the authors.

Yes

Are you able to assess any statistics in the manuscript or would you recommend an additional statistical review?
If an additional statistical review is recommended, please specify what aspects require further assessment in your comments to the editors.

I recommend additional statistical review

Quality of written English
Please indicate the quality of language in the manuscript:

Acceptable

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