

IQOS publications since 2018 addressing youth appeal, use patterns, consumer perceptions, and impact of labeling and marketing

Citation	Year
El-Toukhy S, Baig SA, Jeong M, Byron MJ, Ribisl KM, Brewer NT. Impact of modified risk tobacco product claims on beliefs of US adults and adolescents. <i>Tob Control</i> . 2018 Nov;27(Suppl 1):s62-s69. doi: 10.1136/tobaccocontrol-2018-054315. Epub 2018 Aug 29. PMID: 30158212; PMCID: PMC6202195.	2018
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