

Accepted Manuscript

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PII: S0277-9536(18)30422-2

DOI: [10.1016/j.socscimed.2018.07.049](https://doi.org/10.1016/j.socscimed.2018.07.049)

Reference: SSM 11878

To appear in: *Social Science & Medicine*

Received Date: 7 February 2018

Revised Date: 10 July 2018

Accepted Date: 29 July 2018

Please cite this article as: Hall, M.G., Mendel, J.R., Noar, S.M., Brewer, N.T., Why smokers avoid cigarette pack risk messages: Two randomized clinical trials in the United States, *Social Science & Medicine* (2018), doi: [10.1016/j.socscimed.2018.07.049](https://doi.org/10.1016/j.socscimed.2018.07.049).

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Why smokers avoid cigarette pack risk messages:

Two randomized clinical trials in the United States

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Conflict of Interest: Noel T. Brewer has served as a paid expert consultant in litigation against the tobacco industry. The other authors declare that they have no conflicts of interest.

Funding: Research reported in this publication was supported by The National Cancer Institute and FDA Center for Tobacco Products (CTP) under Award Numbers P30CA016086-38S2 and P50CA180907. T32-CA057726 from the National Cancer Institute of the National Institutes of Health supported MGH's time writing the paper. The content is solely the responsibility of the authors and does not necessarily represent the official views of the NIH or the Food and Drug Administration.

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