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A fMRI study on the impact of advertising for flavored e-cigarettes on susceptible college-age youth*

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Highlights

- College age early experimenters show a product preference for flavored e-cigarettes.
- Neural cue-reactivity was greater for flavored than tobacco e-cigarette advertisements.
- Greater cue-reactivity to ads related to poorer recognition of health warnings.
- Eye-tracking indicated that fruit/sweet flavors on ads interfere with warning labels.
- Nonsmoking youth reported greater liking and intent to try flavored e-cigarettes.

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