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ARTICLE

Effectiveness of the e-cigarette and other aids to cessation in the "real world"

Letter to the editor in reply to the letter by Sklaroff and Godshall, entitled: "E-Cigs are Efficacious"

Version 3

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To the editor

We appreciate the interest Sklaroff and Godshall take regarding our article[1] on the effectiveness of smoking cessation treatments used in the "real world." However, their letter does not appear to be a critical response to our article but rather a general statement in favor of more research on the use of e-cigarettes.

The aim of our study was to assess the "real-world" effectiveness of aids to smoking cessation which are commonly prescribed or recommended by clinical guidelines.[2, 3] These aids include prescription medication (nicotine replacement therapy, bupropion, or varenicline) and behavioral support, but not e-cigarettes. Thus, e-cigarettes were simply out of scope of that study. Furthermore, we used data from respondents to an English household survey in the years 2006 to 2012, and the proportion of smokers reporting current e-cigarette use was still very low (less than 5%) at that time.[4]

We agree, however, that e-cigarettes have gained popularity and that more research is needed on their safety and effectiveness. We therefore assessed, in a different study, the effectiveness of e-cigarettes when used to aid smoking cessation in the English population, and found that use of e-cigarettes was associated with higher abstinence than use of nicotine replacement therapy bought over-the-counter or no aid to cessation.[5]

References

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4. Dockrell, M., et al., *E-Cigarettes: Prevalence and Attitudes in Great Britain.* Nicotine & Tobacco Research, 2013.
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