

[Text within brackets will not show to participants]

**[Appendix A:  
Sample Study Invitation]**  
**Menthol User Audience Research**  
*Sample Interview Invitation*

[Recruitment firm will send a digital interview invitation to participants, such as the example shown below.]

L&E Research is recruiting for online interviews to get information about menthol cigarette use:

**Topic** – Menthol cigarettes

**Length** – 3-minute qualifying screener and an up to 90-minute online interview

**Honorarium** – \$75

*(No honorarium will be offered for the screener. If you qualify, a \$75 physical or electronic gift card will be provided after participating in the interview.)*

If interested, please complete the screener. We'll review your responses to see if you're a good fit for the study. If you are, a recruiter will contact you with a few additional questions. If we determine that you are a match, you may be invited to participate in the study. This study is being sponsored by the Food and Drug Administration (FDA).

**Start Screener Here**

**Paperwork Reduction Act Statement:** According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0910-0796. The time required to complete this information collection is estimated to average 3 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden to [PRASTAFF@fda.hhs.gov](mailto:PRASTAFF@fda.hhs.gov).