Reviewer's report

Title: Obesity prevention and personal responsibility: the case of front-of-pack food labelling in Australia

Version: 2 Date: 6 July 2010

Reviewer: Ellen van Kleef

Reviewer's report:

The author addressed all issues raised by the review and I believe that the paper is acceptable for publication in its current form.

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

I declare that I have no competing interests.