

Supplementary Material

Figure S1. Message Stimuli.

**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

**Take the first step
to better health.**

Choose e-cigarettes instead of traditional cigarettes if you're not ready to quit smoking for good.

Switching to e-cigarettes completely can reduce your risk for health issues like **trouble breathing, yellow teeth,** and **gum disease.**

A message from your Public Health Department

**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

STILL SMOKING?

Cigarette smoke contains
9 TIMES
more toxic ingredients than
e-cigarette vapor.



If you are a smoker and you're not ready to quit for good, you can lower the number of toxic ingredients you breathe in by switching to e-cigarettes completely.

A message from your Public Health Department

**WARNING: This product contains nicotine.
Nicotine is an addictive chemical.**

**Be at your next birthday,
anniversary, or holiday.**

If you smoke cigarettes, the healthiest option is to quit for good. If you're not ready to quit, switching to e-cigarettes completely can decrease your risk for things like **shortness of breath, gum disease,** and **lung cancer,** giving you as much as **10 more years** to spend with the people you love.



A message from your Public Health Department.

(modified risk messages with a warning)

Drink Up

Hydration is Healthy



Saka

TASTE THE DIFFERENCE.

When it comes to good water, Saka's uniquely refreshing and crisp taste is echoed by those who taste to its origin.

Take it not just any mineral water, but pure and delicious, and refreshing. Saka's water takes drinking good to pure. So, its taste is natural. So, its origin is natural. So, its origin is natural.

So, Saka isn't just good. It's better. If you know the area.

100% Natural Mineral Water

www.sakawater.com.au

(three control messages)

NATURALLY DIFFERENT™

At Arrowhead® Mountain Spring Water, we source our water from naturally occurring mountain springs in California, Colorado and Canada for communities in and west of the Rockies. From the way we source our water to the recycled plastic in our bottles, we believe there are a lot of things that put us a sip above the rest.

100% NATURAL SPRINGS

San Bernardino Mountains, CA, 2015
Near Arrowhead Spring