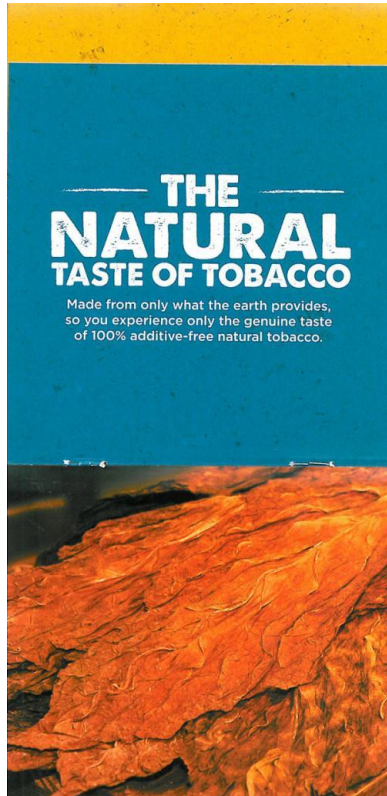


Supplemental figure 1. Exemplar images of ads featuring each code



Natural text descriptor



Additive-free text descriptor



Organic text descriptor

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

No additives in our tobacco
does **NOT** mean a safer cigarette.

**TOBACCO
& WATER**

**100%
ADDITIVE-FREE
NATURAL TOBACCO**

Natural American Spirit is a registered trademark of Lorillard Licensing Co. © 2013 LOR

FOR MORE INFORMATION
TryAmericanSpirit.com
or call 1-800-435-5515

**AMERICAN
SPIRIT**

**NATURAL
AMERICAN
SPIRIT**

Website restricted to 21+

CIGARETTES

Tobacco and(+) water text
descriptor

100%
**ADDITIVE-FREE
NATURAL
TOBACCO**

INGREDIENTS
ORGANIC TOBACCO & ORGANIC MENTHOL

**PACKED WITH NATURAL
WHOLE-LEAF
TOBACCO**

NO! No need to pack your pack
for a slow, enjoyable burn
that lasts. That's because
Natural American Spirit
contains up to 25% more
tobacco than other leading
king-sized cigarettes.

Whole leaf text descriptor

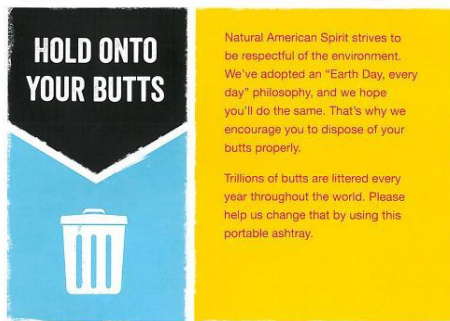
100%
**ADDITIVE-FREE
NATURAL
TOBACCO**

INGREDIENTS
ORGANIC TOBACCO & ORGANIC MENTHOL

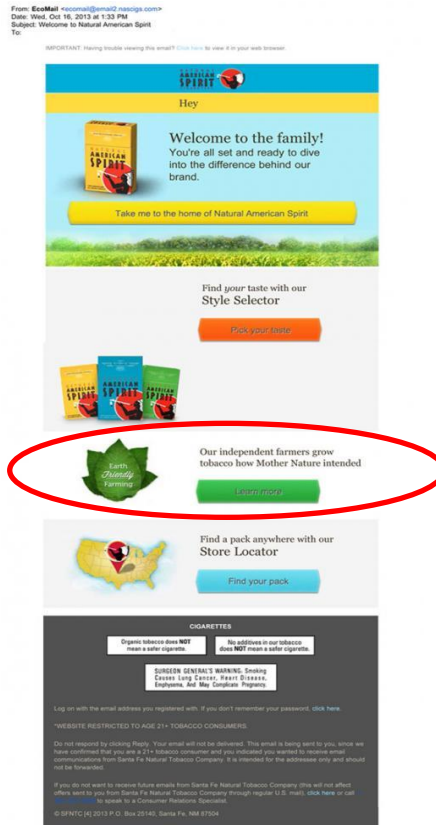
**A FRESH ORGANIC
MENTHOL
TASTE**

The natural menthol in our Green pack
is sourced from organic mint plants.

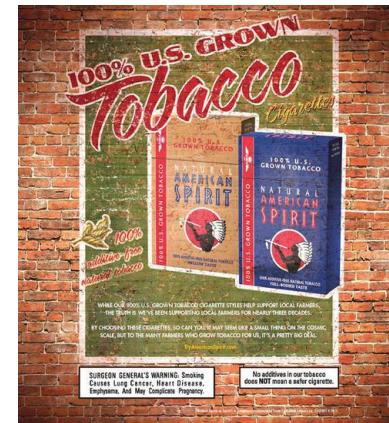
Fresh text descriptor



Eco-friendly/sustainable practices text reference



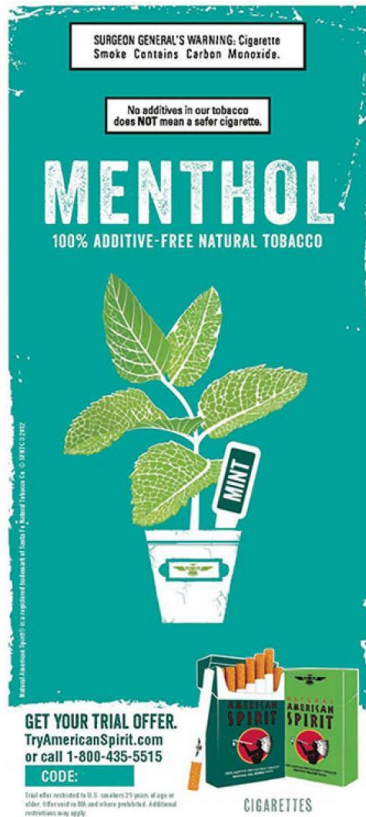
Farms or farmers text reference



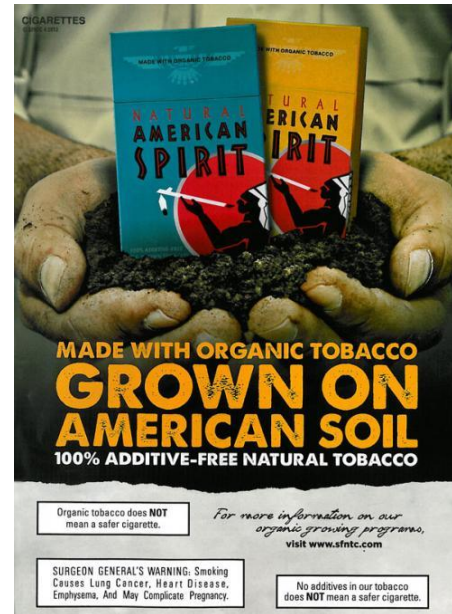
US grown tobacco text reference



Local or small farms/business text reference



Plant imagery



Farms/farmers imagery



Water imagery



Wildlife imagery



Seeds imagery

Note: We have added a red circle to highlight the relevant text/image in instances where it was not immediately obvious.