

Supplementary Materials





Table 1 (Supplementary): Descriptions of Advertising Content by Condition				
Condition	Description	Number of Ads/ Exposures in Condition	Text	Sample
1 - Graphic ads	Ad – Graphics only; publicly available magazine or online ad	-3 ads (Theme: natural) -2 exposures per participant	Up to 8 words	
2 - Simple ads	Ad – Image with embedded text; publicly available magazine or online ad	-3 ads (Themes: natural, organic/ sustainable, taste; taste theme displayed, right) -2 exposures per participant	Up to 11 words	
3 - Elaborated ads	Ad – Image with embedded text; publicly available magazine or online ad	-4 ads (Themes: natural, organic/ sustainable, taste, aggregate; aggregate theme displayed, right) -2 exposures per participant	50-220 words	
4 - Elaborated NAS website ads	Ad – Web image of NAS packs, with text underneath; advertising material from the NAS website	4 ads (Themes: natural, organic/ sustainable, taste, aggregate; organic theme displayed, right) -2 exposures per participant	50-160 words	
5 - Aggregated claims	Description – Text- based ad claims; text description compiled by researchers using claims from existing NAS magazine and web ads	-4 ads (Themes: natural, organic/ sustainable, taste, aggregate; natural theme displayed, right) -2 exposures per participant	85-175 words	What typically goes into a cigarette? Besides tobacco, usually hundreds of chemical additives. Not in Natural American Spirit cigarettes. Natural American Spirit began with a simple mission – do away with all of the extras. Use only tobacco without additives, without shortcuts, without compromises. In fact, Natural American Spirit cigarettes are made from only tobacco and water. They're 100% additive free – no chemicals, flavorings or preservatives, so you get nothing but whole leaf tobacco. Natural American Spirit is the premium, natural choice for smokers.
6 - Control	No ad or advertising claims	-	-	

Table 2 (Supplementary): NAS Attitude Measures
Attitudinal Semantic Differentials
<i>These items utilized a slider scale with the following differentials on either end of the scale. The stem used was: "Please click on the slider below and move it to the point on the scale from -10 to 10 to reflect how you would rate Natural American Spirit cigarettes on the following attributes. The numerical representation of your response will appear to the right of the scale as you move the slider."</i>
Negative – Positive
Bad – Good
Unenjoyable – Enjoyable
Unpleasant – Pleasant
Foolish – Wise
Harmful – Beneficial
<i>Note: The attitude measure in the analysis was a scale representing the 6 different semantic differentials listed above (i.e., bad-good; negative-positive; foolish-wise; unenjoyable-enjoyable; unpleasant-pleasant; harmful-beneficial).</i>

Table 3 (Supplementary): Intention Measures
Intention Items
<i>These items utilized a four-point response scale (definitely will not, probably will not, probably will, definitely will). The stem was: Please indicate the degree to which you intend to use cigarettes in the future.</i>
How likely are you to smoke a <i>traditional</i> cigarette, even one puff, at any time in the next 6 months?
How likely are you to smoke a <i>Natural American Spirit</i> cigarette, even one puff, at any time in the next 6 months?
How likely are you to try a <i>Natural American Spirit</i> cigarette if a sample were offered for free?
How likely are you to talk to friends or family about <i>Natural American Spirit</i> cigarettes in the near future?

Table 4 (Supplementary): Inaccurate Beliefs toward NAS	
Scale	Belief
Health/Safety	Natural American Spirit cigarettes are less harmful than traditional cigarettes.
Health/Safety	Even though no cigarettes are safe, Natural American Spirit cigarettes are still safer than traditional cigarettes.
Health/Safety	Inhaling smoke from Natural American Spirit cigarettes is no worse for smokers' health than other smoke in the environment.
Health/Safety	A Natural American Spirit cigarette is no worse for smokers' health than a can of soda.
Health/Safety	Cigarettes can cause cancer, but Natural American Spirit cigarettes are less likely to cause cancer.
Chemical/ Composition	Natural American Spirit cigarettes with tobacco certified under the USDA Organic Program standards are a healthier alternative to traditional cigarettes.
Chemical/ Composition	Tobacco and water are the only two products used to make a Natural American Spirit cigarette.
Chemical/ Composition	Smoking Natural American Spirit cigarettes does not produce tar.
Chemical/ Composition	All Natural American Spirit cigarettes are made with organic tobacco.
Addictiveness	It is easier to quit smoking Natural American Spirit cigarettes than traditional cigarettes.
Addictiveness	Natural American Spirit cigarettes have less nicotine than traditional cigarettes.
Addictiveness	There is a lower chance of becoming addicted to Natural American Spirit cigarettes than traditional cigarettes.
<p><i>Note:</i> Multiple findings by the U.S. government as well as other organizations indicate that “natural” or “additive-free” cigarettes have not been shown to be healthier or safer than traditional cigarettes. In April 2000, the Federal Trade Commission reached a settlement agreement with SFNTC that their cigarettes marked as additive-free must include a warning label that this does not mean a safer cigarette.[4] In 2015, the FDA also issued warning letters to companies marketing their cigarettes as natural and additive-free; in 2017, the FDA signed an agreement with SFNTC restricting use of natural and additive-free terminology, in order to dispel perceptions that such cigarettes pose fewer health risks because evidence has not indicated that they are healthier or safer than traditional cigarettes.[1, 2, 10]</p>	

1. U.S. Food and Drug Administration. FDA takes action against three tobacco manufacturers for making “additive-free” and/or “natural” claims on cigarette labeling [Internet]. 2015. Available from:
<http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm459840.htm>
2. Campaign for Tobacco Free Kids. FDA/Santa Fe Natural Tobacco agreement fails to protect the public from misleading claims and imagery on Natural American Spirit cigarettes [Internet]. 2017. Available from:
http://www.tobaccofreekids.org/press_releases/post/2017_03_02_fda

4. U.S. Federal Trade Commission. (2000, April 27). FTC accepts settlements of charges that "alternative" cigarette ads are deceptive. Retrieved from: <https://www.ftc.gov/news-events/press-releases/2000/04/ftc-accepts-settlements-charges-alternative-cigarette-ads-are> (accessed January 2017).
10. Byron MJ, Baig SA, Moracco KE, Brewer NT. Adolescents' and adults' perceptions of "natural", "organic" and "additive-free" cigarettes, and the required disclaimers. *Tob Control*. 2016 Mar 11;tobaccocontrol-2015-052560.

Table 5 (Supplementary): Mean Differences based on Having Tried NAS			
Scale	Mean (Never tried NAS)	Mean (Tried NAS)	Difference
<i>Non-smokers</i>			
Health/safety	2.91	3.23	-.32*
Composition	4.29	4.41	-.12
Taste	4.38	4.93	-.55**
Sustainability	4.24	4.80	-.55**
Addictiveness	3.23	3.11	.13
<i>Smokers</i>			
Health/safety	3.66	3.83	-.17^t
Composition	4.66	4.79	-.13^t
Taste	4.96	5.29	-.33**
Sustainability	4.89	5.27	-.38***
Addictiveness	3.84	3.93	-.09
^t p < .10, *p < .05, **p < .01, ***p < .001 <i>Note:</i> A chi-square test of independence indicated that there was not a significant relationship between whether or not participants have tried NAS in the past and the condition to which they were assigned for former smokers, $\chi^2(5) = 8.60, p = .126$, or smokers $\chi^2(5) = .93, p = .968$. <i>Note:</i> When conducting ANOVAs for condition differences on belief scales, including the control variable of having tried NAS did not change the statistically significant results.			