

Supplementary Table 1: Distribution of shops approached, identified as ST retail outlets and surveyed across five UK boroughs

	Number of shops approached	Shops identified as ST retail outlets	Completed surveys
Birmingham	80	55	28
<i>Lozells</i>	24	15	7
<i>Aston</i>	10	8	3
<i>Washwood Heath</i>	21	16	11
<i>Nechelles</i>	0	0	0
<i>South Yardley</i>	25	16	7
Blackburn	55	23	15
<i>Bastwell</i>	6	3	3
<i>Wensley Fold</i>	7	3	2
<i>Audley</i>	17	6	5
<i>Little Harwood</i>	13	5	3
<i>Shear brow</i>	12	6	2
Bradford	81	53	25
<i>Bradford Moor</i>	18	13	7
<i>Little Horton</i>	12	8	3
<i>Toller Lane</i>	17	9	4
<i>Heaton</i>	17	12	8
<i>Keighley</i>	12	8	3
<i>Great Horton</i>	5	3	0
Leicester	68	26	8
<i>Humberstone</i>	6	3	2
<i>Stoneygate</i>	16	5	6
<i>Rushey Mead</i>	20	7	0
<i>Spinney Hill</i>	8	4	0
<i>Evington</i>	18	7	0

Tower Hamlets	84	35	23
Bethnal Green	22	5	3
Stephney Green	8	4	3
Whitechapel	26	11	6
Spitalfields	14	5	5
Shadwell	14	10	6

Supplementary table 2. Compliance with UK tobacco control regulations applicable to ST products by ST product category

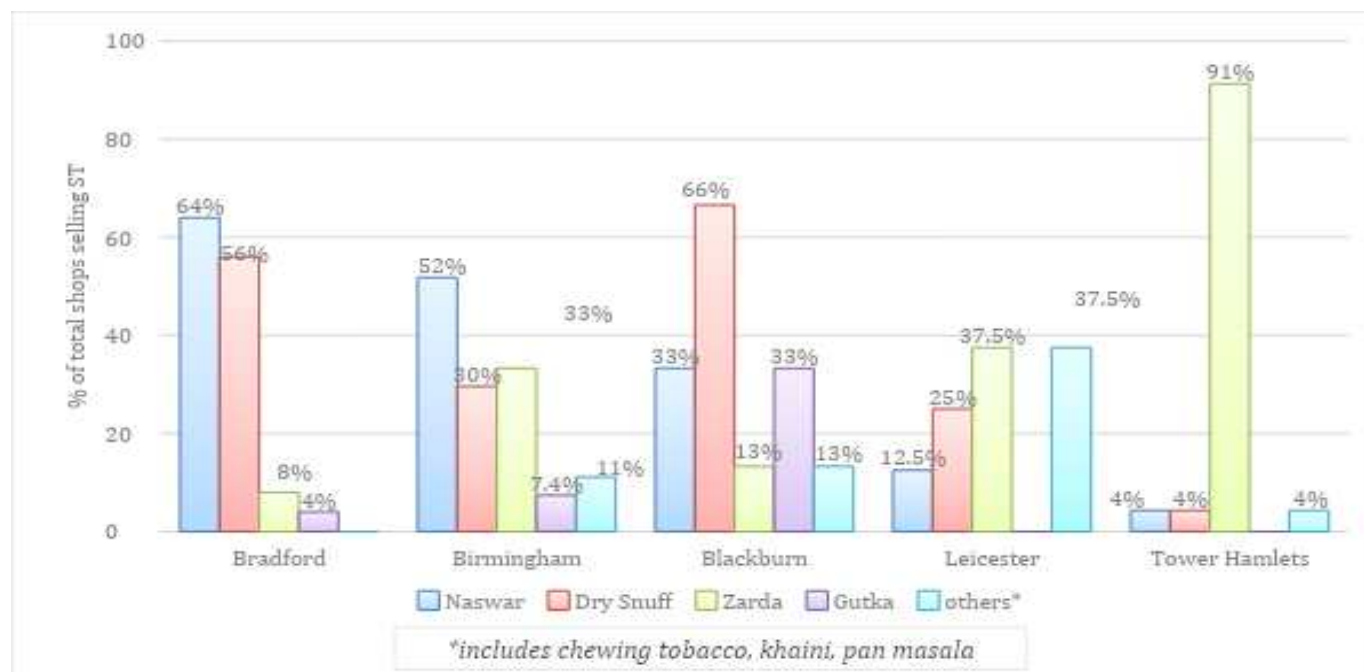
		Naswar	Dry snuff	Zarda	Gutka	Chewing tobacco	Overall
	<i>Total number of tobacco products identified</i>	12	12	8	3	6	41
1.	Notification of Tobacco products						
	<i>1.1- Product(s) listed in the notified products list</i>	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
2.	Contents & limits n/a						
3.	Product packaging features						
	<i>3.1- No information about tar, nicotine or CO</i>	12 (100%)	12 (100%)	8 (100%)	3 (100%)	6 (100%)	41 (100%)
	<i>3.2- No indication of discounts, price reductions or offers</i>	12 (100%)	12 (100%)	8 (100%)	3 (100%)	6 (100%)	41 (100%)
	<i>3.3- Does not indicate product is less harmful than others</i>	12 (100%)	12 (100%)	8 (100%)	3 (100%)	6 (100%)	41 (100%)
	<i>3.4- No indication of vitalising, energising, healing, rejuvenating, natural</i>	12 (100%)	12 (100%)	8 (100%)	2 (66.6%)	5 (83.3%)	39 (95.1%)

	<i>or organic properties</i>						
	<i>3.5- No indication of environmental benefit</i>	12 (100%)	12 (100%)	8 (100%)	3 (100%)	6 (100%)	41 (100%)
	<i>3.6- No indication of taste, smell or flavours</i>	10 (83.3%)	12 (100%)	3 (37.5%)	2 (66.6%)	3 (50.0%)	11 (73.1%)
	<i>3.7- Does not resemble food product*</i>	1 (91.6%)	12 (100%)	6 (75.0%)	0 (0%)	2 (33.3%)	31 (75.6%)
4.	Compliance with health warning (HW) requirement						
	<i>Total number of products containing health warnings</i>	5 (41.6%)	9 (75.0%)	6 (75.0%)	3(100%)	6(100%)	29 (70.7%)
	4.1- in English**	4 (80.0%)	8 (88.8%)	2(33.3%)	3(100%)	6(100.0%)	23 (79.3%)
	4.2- fully visible**	5 (100.0%)	9 (100%)	5 (83.3%)	3(100%)	5 (83.3%)	27 (93.1%)
	4.3- permanent**	5 (100.0%)	9 (100%)	6 (100%)	3(100%)	6 (100.0%)	29(100%)
	4.4 Non-removable**	5 (100.0%)	9 (100%)	6 (100%)	3(100%)	6 (100.0%)	29 (100%)
	4.5 Printed on pack**	2 (40.0%)	5(55.5%)	1 (16.7%)	3(100%)	6 (100.0%)	20 (68.9%)
	4.6 Surrounded by black border**	1 (20.0%)	4 (44.4%)	1 (16.7%)	3(100%)	3(50.0%)	12 (41.3%)

	4.7 Appearing on 2 surfaces**	1 (20.0%)	5 (55.5%)	1 (16.7%)	2 (66.6%)	1 (16.6%)	10 (34.4%)
	4.8 covers $\geq 30\%$ area on each side**	1 (20.0%)	4 (44.4%)	6 (100%)	1 (33.3%)	1 (16.6%)	7 (24.1%)
	4.9 Uses correct font (black, helvetica) and background (white)**	1 (20.0%)	5 (55.5%)	1 (16.7%)	2 (66.6%)	3 (50.0%)	12 (41.3%)
	4.10 HW appears in center of the area reserved**	1 (20.0%)	8 (88.8%)	4 (66.6%)	3(100%)	5 (83.3%)	21 (72.4%)
	4.11 HW is parallel to main text **	5 (100.0%)	8 (88.8%)	5(83.3%)	3(100%)	6 (100.0%)	27 (93.1%)

* defined as ST products with brightly coloured packaging resembling confectionery products

** Information presented for products containing a health warning



Supplementary Figure 1: Percentage of ethnic shops selling ST products in each surveyed borough