

<b>Claims</b>	<b>Total Ads (N=50*)</b>
Spit-free	6 (12%)
Tobacco-free	5 (10%)
Smoke-free/ odor-free	4 (8%)
<b>Themes</b>	
Freedom/individual rights	12 (24%)
Profitability for retailers/sales success	18 (36%)
Sale popularity/#1 brand	12 (24%)
Convenience/ease of use/simplicity	12 (24%)
Ways around policies on other products	3 (6%)
Reference to FDA approval	3 (6%)

Supplemental Table 1: Claims and themes observed in oral nicotine product (ONP) advertisements targeting tobacco retailers and businesses, N=50. These ads were also coded for themes such as Increased choice, urban context, physical and mental health benefit, high social status and luxury etc. However, these themes did not emerge as relevant to the current paper and were not included in results. \*Please note that the total does not add up to 100% (n=50) as some themes were overlapping.