

Supplemental Figure 1



Top left: Pixotine nicotine toothpick print ad featuring four different colored packs: tan/brown, red, green, and blue, which represent different flavors. The ad says, "Nicotine Toothpicks" at the very top with "CHEW ON THIS" underneath in large letters. Below "CHEW ON THIS", it says "Anywhere...Anytime!". On the lefthand side of the ad, it shows contact information for sales and purchasing: "For Sales Contact Us At 855.474.9684 or info@pixotine.com". Below that contact information is the URL for the product website: "www.pixotine.com". Along the bottom portion of the ad is a nicotine warning label that says, "WARNING: This product contains nicotine. Nicotine is an addictive chemical." The ad was published in CSP Magazine in January 2019.

Bottom left: Rogue nicotine product print ad featuring nicotine gum, tablets, and lozenges. Along the top portion of the ad is a nicotine warning label that says, "WARNING: This product contains nicotine. Nicotine is an addictive chemical." Below the nicotine warning, the ad includes the headline "CHEAT ON YOUR CIGARETTES" in large, capitalized letters. Images of Rogue's nicotine gum, tablets, and lozenges packages are pictured under the headline. Below the images of products, it says "The first nicotine gum, tablets and lozenges made for enjoyment." In the bottom left corner of the ad, it says "100% tobacco leaf-free nicotine", "Enjoy it anytime... anywhere", and "Available in 2 mg and 4 mg in a variety of bold flavors." The bottom right corner of the ad includes the Rogue brand image: "ROGUE: NICOTINE ON DEMAND", with "RogueNicotine.com" pictured below. Along the bottom portion of the ad is another nicotine warning label (much smaller than at the top), sales information, and the NicoGen brand image: "NicoGen: PHARMA SOLUTIONS." Sales information states, "For sales, contact sales@nicogenpharma.com or 1.516.693.7367." The ad was published in NACS Magazine in July 2018.

Middle: Rogue nicotine product print ad featuring nicotine gum, tablets, and lozenges. The ad includes the headline "LAUGHS AT NO SMOKING SIGNS" in large, capitalized letters. Images of Rogue's nicotine gum, tablets, and lozenges packages are pictured under the headline. Below the images of products, it says "The first nicotine gum, tablets and lozenges made for enjoyment." In the bottom left corner of the ad, it says "100% tobacco leaf-free nicotine", "Enjoy it anytime... anywhere", and "Available in 2 mg and 4 mg in a variety of bold flavors." The bottom right corner of the ad includes the Rogue brand image: "ROGUE: NICOTINE ON DEMAND", with

“RogueNicotine.com” pictured below. Along the bottom portion of the ad is a nicotine warning label that states “WARNING: This product contains nicotine. Nicotine is an addictive chemical”, sales information, and the NicoGen brand image: “NicoGen: PHARMA SOLUTIONS.” Sales information states, “For sales, contact sales@nicogenpharma.com or 1.516.693.7367.” The ad was published in NACS Magazine in June 2018.

Top right: Rogue nicotine product print ad featuring nicotine gum, tablets, and lozenges. The ad includes the headline “FOR EVERYWHERE YOU CAN’T SMOKE OR VAPE” in large, capitalized letters, which is pictured directly underneath the Rogue brand image: “ROGUE: NICOTINE ON DEMAND”. Images of Rogue’s nicotine gum, tablets, and lozenges packages are pictured under the headline with varying flavors: “peppermint”, “full flavor”, and “wintergreen”. In the bottom left corner of the ad, it says “100% tobacco left-free nicotine gum, tablets, and lozenges”, “Enjoy them anytime, anywhere”, and “Available in 2 mg and 4 mg in a variety of bold flavors.” The bottom right corner of the ad says “RogueNicotine.com”. Along the bottom portion of the ad is a nicotine warning label that states “WARNING: This product contains nicotine. Nicotine is an addictive chemical”, sales information, and the NicoGen brand image: “NicoGen: PHARMA SOLUTIONS.” Sales information states, “For sales, contact sales@nicogenpharma.com or 1.516.693.7367.” The ad was published in NACS Magazine in December 2018.

Bottom right: Zyn nicotine pouch print ad. The top portion of the ad includes the headline, “MORE CHOICES FOR THEM MEANS MORE PROFIT FOR YOU” in large, capitalized letters. Below the headline is an image of a Zyn nicotine pouch circular container transformed into a pie chart to show Zyn’s market share compared to other brands. Above the pie chart is says “MSA Share Recent 26 Weeks”. The pie chart shows that Zyn 3 mg nicotine pouches make up 19% of the market share and Zyn 6 mg nicotine pouches make up 49% of the market share. The other pieces of the pie chart show that Brand A makes up 14%, Brand B makes up 11%, and Brand C makes up 6% of the market share. Under the pie chart, it says “LET YOUR CUSTOMERS CHOOSE ZYN 3 MG OR ZYN 6 MG”. At the bottom of the ad, an open Zyn 3 mg nicotine pouch container in flavor “cool mint” is pictured next to sales information: “Call 800-367-3677 or contact your Swedish Match representative for additional details.” There is no nicotine warning pictured on the ad. The ad was published in CSP Magazine in July 2021.