

Supplementary Table 1. Textual health warnings and efficacy messages from the first and second Tobacco Products Directive (TPD) on the packet of tobacco products

Textual health warning (THW) in first TPD	Comparable THW in second TPD
Smoking causes blockage of the blood vessels, heart attacks, and strokes	Smoking clogs your arteries Smoking causes heart attacks Smoking causes strokes and disability
Smoking causes deadly lung cancer	Smoking causes 9 out of 10 lung cancers Smoking damages your lungs Tobacco smoke contains more than 70 substances that cause cancer ^b
Quitting smoking reduces the risk of fatal heart and lung diseases	Smoking causes heart attacks Smoking causes 9 out of 10 lung cancers Smoking damages your lungs
Smoking during pregnancy is unhealthy for your baby	Smoking can kill your unborn child
Protect children: do not let them breathe your smoke Smoking causes serious harm to you and others around you ^a	Your smoke harms your children, family and friends
Smoking can reduce blood circulation and cause impotence	Smoking increases the risk of impotence
Smoking can damage the sperm and reduces fertility	Smoking reduces fertility
Smoking is deadly ^a	Smoking is deadly – quit now ^b
Smokers die younger	-
Tobacco smoke contains benzene, nitrosamines, formaldehyde and hydrogen cyanide	-
Smoking ages the skin	-
Your doctor or pharmacist can help you quit smoking	-
Smoking is very addictive; do not start	-
Smoking can lead to a slow, painful death	-
-	Smoking causes mouth and throat cancer
-	Smoking damages your teeth and gums
-	Smoking increases the risk of blindness
-	Smokers' children are more likely to start smoking
-	Quit smoking – Stay alive for those close to you
Efficacy message	
Find help to stop smoking: DEFACTO 0900-9390 (€ 0.10 / min) or www.stoppen-met-roken.nl or consult your doctor or pharmacist	Quit now! Go to www.ikstopnu.nl . Or call the quit line 0800-1995 (free)

^aOne of two general warnings that were placed on each packet on 30% of the front of the packet. The other warnings were placed on 40% of the back of the packet.

^bOne of two general warnings that were placed on each packet on 50% of the lateral sides.