Online Resource 4: Participant quotes on the additional questions regarding the cost of natural health products

Question	Participant quotes
How long a product/preparation would last the participant	 "that's probably as a 60-tablet bottle um probably [will last me] a month." (Participant 19, Female, 30 – 59 years old) "A month. around about, if I was to take it every day, it would last [a] month yep." (Participant 18, Female, 30 – 59 years old) "it's hard to say [how long will the product last] because I mean it's a tub of powder about that big and you use the tiniest little scoop and honestly if I use it once or twice a month that would be a lot, so I would. I mean, I could guess and say one to two years, and you know it's one of those products that's more likely to expire than to be finished just purely because of what it is – you know what I'm saying so yeah that that one would be difficult to say." (Participant 21, Female, 30 – 59 years old)
Average spending per month on NHPs	• "Not necessarily [easier to answer a question on average spending per month on NHPs] because I find I don't necessarily buy them all at once. I, we've, I live in [name of town], so we've just got a [name of chain community pharmacy store] that's opened up, so I would probably buy them from there now in one bunch, but I just bought them online when I ran out." (Participant 19, Female, 30 – 59 years old)

NHPs = natural health products