

**Supplementary Table 1. Ordinal logistic regression results of experiment exposing US and Israeli adults to IQOS ads with reduced risk or exposure messaging (vs. control) and 2 variations of FDA endorsement messaging (vs. control) in relation to perceived relative harm, exposure, and disease risk and likelihood of personally trying or suggesting IQOS to smokers: Interaction terms added to the models presented in Table 4**

| Variables  | Perceived Relative Harm<br>aOR (95% CI) | Perceived Exposure<br>aOR (95% CI) | Perceived Disease Risk<br>aOR (95% CI) | Likelihood to Personally Try <sup>^</sup><br>aOR (95% CI) | Likelihood to Suggest to Smokers<br>aOR (95% CI) |
|--|---|------------------------------------|--|---|--|
| <b>Order</b> (Ref: 2)  | 1.00 (0.94 - 1.07)                      | <b>1.12 (1.05 - 1.19)</b>          | <b>1.15 (1.09 - 1.21)</b>              | 1.03 (0.98 - 1.08)  | <b>0.95 (0.91 - 0.99)</b>                        |
| <b>Sociodemographics</b>                                       |   |                                    |  |   |  |
| Country US (Ref: Israel)                                       | <b>1.91 (1.66 - 2.21)</b>               | <b>1.78 (1.54 - 2.07)</b>          | 1.09 (0.94 - 1.26)                     | <b>0.54 (0.46 - 0.64)</b>                                 | <b>0.40 (0.34 - 0.47)</b>                        |
| Current (past 30-day) cigarette use (Ref: Nonuse)              | <b>0.84 (0.72 - 0.99)</b>               | <b>0.51 (0.44 - 0.60)</b>          | 1.01 (0.89 - 1.15)                     | <b>8.69 (7.28 - 10.38)</b>                                | <b>3.29 (2.80 - 3.87)</b>                        |
| Male (Ref: Female)   | <b>0.81 (0.70 - 0.93)</b>               | <b>0.78 (0.68 - 0.90)</b>          | <b>0.80 (0.69 - 0.91)</b>              | <b>1.34 (1.14 - 1.57)</b>                                 | <b>1.17 (1.01 - 1.37)</b>                        |
| <b>Experimental Conditions</b>                                 |   |                                    |  |   |  |
| <b>Reduced risk/exposure messaging (Ref: Reduced exposure)</b> |   |                                    |  |   |  |
| Reduced risk   | 0.91 (0.71 - 1.17)*                     | 1.07 (0.85 - 1.35)                 | 0.90 (0.71 - 1.14)                     | 0.96 (0.74 - 1.23)  | 0.99 (0.77 - 1.26)                               |
| Control  | <b>1.32 (1.04 - 1.69)</b>               | <b>1.46 (1.16 - 1.85)</b>          | 1.18 (0.93 - 1.49)*                    | 0.93 (0.73 - 1.20)  | 0.86 (0.68 - 1.09)*                              |
| <b>FDA endorsement (Ref: Control)</b>                          |   |                                    |  |   |  |
| FDA endorsement 1  | 1.08 (0.84 - 1.39)                      | 0.98 (0.78 - 1.23)                 | 0.89 (0.72 - 1.11)                     | 1.11 (0.88 - 1.40)  | 1.24 (0.98 - 1.55)*                              |
| FDA endorsement 2  | 1.10 (0.86 - 1.40)                      | 1.06 (0.84 - 1.34)                 | 0.88 (0.71 - 1.11)                     | 0.99 (0.78 - 1.26)  | 0.99 (0.79 - 1.25)                               |
| <b>Interaction (Ref: Reduced exposure by Control)</b>          |   |                                    |  |   |  |
| Reduced risk by FDA endorsement 1                              | 1.00 (0.71 - 1.41)                      | 1.01 (0.73 - 1.40)                 | <b>1.43 (1.04 - 1.97)</b>              | 1.07 (0.76 - 1.50)  | 0.91 (0.65 - 1.28)                               |
| Control by FDA endorsement 1                                   | 0.82 (0.59 - 1.14)                      | 0.87 (0.63 - 1.20)                 | 0.99 (0.72 - 1.36)                     | 1.02 (0.72 - 1.43)  | 0.99 (0.71 - 1.37)                               |
| Reduced risk by FDA endorsement 2                              | 0.86 (0.61 - 1.20)                      | 0.88 (0.64 - 1.23)                 | 1.18 (0.86 - 1.61)                     | 0.98 (0.68 - 1.39)  | 1.17 (0.84 - 1.64)                               |
| Control by FDA endorsement 2                                   | 1.12 (0.81 - 1.56)                      | 0.90 (0.65 - 1.26)                 | 1.15 (0.82 - 1.59)                     | 1.00 (0.71 - 1.41)  | 0.98 (0.71 - 1.36)                               |

Notes: aOR=adjusted Odds Ratio; 95%CI=95% Confidence Interval; Ref=Referent group. Bold text indicates statistically significant aORs ( $p < .05$ ). <sup>^</sup> "If one of your best friends was to offer you IQOS, would you try it?" Models were adjusted for clustering at the individual level using robust clustered SE, given that each participant rated 2 messages. \* Indicates results that became nonsignificant after adding interaction terms to the models in Table 4.

**Supplementary Table 2. Ordinal logistic regression results of experiment exposing US and Israeli adults to IQOS ads with reduced risk or exposure messaging (vs. control) and 2 variations of FDA endorsement messaging (vs. control) in relation to perceived relative harm, exposure, and disease risk and likelihood of personally trying or suggesting IQOS to smokers: Lifetime IQOS use added to the models presented in Table 4**

| Variables  | Perceived Relative Harm<br>aOR (95% CI) | Perceived Exposure<br>aOR (95% CI) | Perceived Disease Risk<br>aOR (95% CI) | Likelihood to Personally Try <sup>^</sup><br>aOR (95% CI) | Likelihood to Suggest to Smokers<br>aOR (95% CI) |
|--|---|------------------------------------|--|---|--|
| <b>Order</b> (Ref: 2)  | 1.00 (0.94 - 1.07)                      | <b>1.12 (1.05 - 1.19)</b>          | <b>1.15 (1.09 - 1.21)</b>              | 1.03 (0.98 - 1.08)  | <b>0.95 (0.91 - 0.99)</b>                        |
| <b>Sociodemographics</b>                                       |   |                                    |  |   |  |
| Country US (Ref: Israel)                                       | <b>1.94 (1.68 - 2.25)</b>               | <b>1.72 (1.48 - 2.00)</b>          | 1.07 (0.93 - 1.24)                     | <b>0.57 (0.48 - 0.67)</b>                                 | <b>0.43 (0.36 - 0.50)</b>                        |
| Current (past 30-day) cigarette use (Ref: Nonuse)              | <b>0.83 (0.71 - 0.97)</b>               | <b>0.55 (0.47 - 0.64)</b>          | 1.05 (0.91 - 1.20)                     | <b>8.08 (6.72 - 9.72)</b>                                 | <b>3.01 (2.55 - 3.57)</b>                        |
| Lifetime IQOS use (Ref: Never use)                             | 1.14 (0.91 - 1.44)                      | <b>0.70 (0.57 - 0.86)</b>          | 0.85 (0.72 - 1.01)                     | <b>1.44 (1.17 - 1.79)</b>                                 | <b>1.55 (1.27 - 1.89)</b>                        |
| Male (Ref: Female)   | <b>0.81 (0.70 - 0.93)</b>               | <b>0.80 (0.69 - 0.92)</b>          | <b>0.80 (0.70 - 0.92)</b>              | <b>1.31 (1.12 - 1.54)</b>                                 | 1.14 (0.98 - 1.33)*                              |
| <b>Experimental Conditions</b> §                               |   |                                    |  |   |  |
| <i>Reduced risk/exposure messaging (Ref: Reduced exposure)</i> |   |                                    |  |   |  |
| Reduced risk   | <b>0.86 (0.75 - 0.99)</b>               | 1.03 (0.90 - 1.17)                 | 1.07 (0.94 - 1.21)                     | 0.98 (0.85 - 1.13)  | 1.03 (0.90 - 1.18)                               |
| Control  | <b>1.29 (1.12 - 1.48)</b>               | <b>1.33 (1.17 - 1.53)</b>          | <b>1.22 (1.07 - 1.39)</b>              | 0.95 (0.83 - 1.09)  | <b>0.86 (0.75 - 0.98)</b>                        |
| <i>FDA endorsement (Ref: Control)</i>                          |   |                                    |  |   |  |
| FDA endorsement 1  | 1.01 (0.88 - 1.16)                      | 0.94 (0.82 - 1.07)                 | 1.00 (0.88 - 1.14)                     | 1.14 (0.99 - 1.31)  | <b>1.19 (1.04 - 1.37)</b>                        |
| FDA endorsement 2  | 1.08 (0.94 - 1.23)                      | 0.98 (0.86 - 1.13)                 | 0.98 (0.86 - 1.11)                     | 0.98 (0.85 - 1.14)  | 1.03 (0.90 - 1.19)                               |

Notes: aOR=adjusted Odds Ratio; 95%CI=95% Confidence Interval; Ref=Referent group. Bold text indicates statistically significant aORs (p<.05). <sup>^</sup>“If one of your best friends was to offer you IQOS, would you try it?” Models were adjusted for clustering at the individual level using robust clustered SE, given that each participant rated 2 messages. \* Indicates results that became nonsignificant after adding lifetime IQOS use to the models in Table 4. §The only significant interaction found was that participants exposed to the reduced risk message combined with FDA endorsement 1 perceived particularly high disease risk (aOR=1.44, 95%CI=1.05, 1.98).

**Supplementary Table 3. Ordinal logistic regression results of experiment exposing US and Israeli adults to IQOS ads with reduced risk or exposure messaging (vs. control) and 2 variations of FDA endorsement messaging (vs. control) in relation to perceived relative harm, exposure, and disease risk and likelihood of personally trying or suggesting IQOS to smokers: Current other tobacco use added to the models presented in Table 4**

| Variables  | Perceived<br>Relative Harm<br>aOR (95% CI) | Perceived<br>Exposure<br>aOR (95% CI) | Perceived<br>Disease Risk<br>aOR (95% CI) | Likelihood to<br>Personally Try <sup>^</sup><br>aOR (95% CI) | Likelihood to<br>Suggest to Smokers<br>aOR (95% CI) |
|--|--|---------------------------------------|---|--|---|
| <b>Order</b> (Ref: 2)  | 1.01 (0.94 - 1.08)                         | <b>1.12 (1.06 - 1.19)</b>             | <b>1.15 (1.09 - 1.22)</b>                 | 1.03 (0.98 - 1.09)   | <b>0.94 (0.90 - 0.99)</b>                           |
| <b>Sociodemographics</b>                                       |  |                                       |   |  |   |
| Country US (Ref: Israel)                                       | <b>1.88 (1.63 - 2.17)</b>                  | <b>1.72 (1.48 - 2.00)</b>             | 1.09 (0.94 - 1.26)                        | <b>0.59 (0.50 - 0.70)</b>                                    | <b>0.44 (0.37 - 0.51)</b>                           |
| Current (past 30-day) cigarette use (Ref: Nonuse)              | 0.89 (0.75 - 1.06)*                        | <b>0.67 (0.56 - 0.79)</b>             | 1.06 (0.92 - 1.22)                        | <b>5.17 (4.27 - 6.27)</b>                                    | <b>2.09 (1.75 - 2.50)</b>                           |
| Current (past 30-day) other tobacco use (Ref: Nonuse)          | 0.88 (0.74 - 1.05)                         | <b>0.56 (0.47 - 0.66)</b>             | 0.89 (0.77 - 1.02)                        | <b>3.97 (3.27 - 4.81)</b>                                    | <b>2.88 (2.41 - 3.44)</b>                           |
| Male (Ref: Female)   | <b>0.83 (0.72 - 0.95)</b>                  | <b>0.81 (0.70 - 0.94)</b>             | <b>0.81 (0.71 - 0.94)</b>                 | <b>1.20 (1.02 - 1.41)</b>                                    | 1.06 (0.91 - 1.24)*                                 |
| <b>Experimental Conditions</b> <sup>§</sup>                    |  |                                       |   |  |   |
| <b>Reduced risk/exposure messaging (Ref: Reduced exposure)</b> |  |                                       |   |  |   |
| Reduced risk   | <b>0.86 (0.75 - 0.98)</b>                  | 1.03 (0.90 - 1.18)                    | 1.07 (0.94 - 1.21)                        | 1.00 (0.86 - 1.16)   | 1.03 (0.90 - 1.18)                                  |
| Control  | <b>1.29 (1.12 - 1.48)</b>                  | <b>1.33 (1.16 - 1.53)</b>             | <b>1.24 (1.08 - 1.41)</b>                 | 0.97 (0.84 - 1.11)   | <b>0.85 (0.75 - 0.98)</b>                           |
| <b>FDA endorsement (Ref: Control)</b>                          |  |                                       |   |  |   |
| FDA endorsement 1  | 1.00 (0.87 - 1.15)                         | 0.93 (0.82 - 1.07)                    | 1.00 (0.88 - 1.13)                        | <b>1.17 (1.01 - 1.35)**</b>                                  | <b>1.19 (1.04 - 1.37)</b>                           |
| FDA endorsement 2  | 1.07 (0.94 - 1.23)                         | 0.97 (0.84 - 1.11)                    | 0.98 (0.87 - 1.12)                        | 1.02 (0.88 - 1.18)   | 1.04 (0.91 - 1.20)                                  |

Notes: aOR=adjusted Odds Ratio; 95%CI=95% Confidence Interval; Ref=Referent group. Bold text indicates statistically significant aORs (p<.05). <sup>^</sup> "If one of your best friends was to offer you IQOS, would you try it?" Models were adjusted for clustering at the individual level using robust clustered SE, given that each participant rated 2 messages. \* Indicates results that became nonsignificant after adding current other tobacco use to the models in Table 4. \*\* Indicates results that became nsignificant after adding current other tobacco use to the models in Table 4. <sup>§</sup>The only significant interaction found was that participants exposed to the reduced risk message combined with FDA endorsement 1 perceived particularly high disease risk (aOR=1.48, 95%CI=1.07, 2.03).