

Supporting Information

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Table S1. Package and gaze zone details

Package no.	No. of principal display panels*	Face(s) where zone appears	Gaze zone	Surface area of the gaze zone, mm ²	No. of typographical characters in the gaze zone
1	2	Both PDPs	CR warning	140	44
		1 end flap	TE warning	473	90
		Both PDPs	Strength	203	11
		Both PDPs	Brand name	990	10
		Vertical: 2 faces	Drug facts box	5,624	1,788
2	1	PDP	CR warning	120	44
		1 end flap	TE warning	284	90
		PDP	Strength	392	8
		PDP	Brand name	918	8
		Horizontal: 3 faces	Drug facts box	8,989	2,898
3	2	Both PDPs	CR warning	400	44
		In bolded red font within the drug facts box	TE warning	560	84
		Both PDPs	Strength	273	13
		Both PDPs	Brand name	1,095	7
		Horizontal: 2 faces	Drug facts box	5,200	1,623
4	2	1 PDP	CR warning	329	44
		In bolded blue font within the drug facts box (surrounding text is blue)	TE warning	546	97
		Both PDPs	Strength	136	13
		Both PDPs	Brand name	2,194	9
		Vertical: 2 faces	Drug facts box	7,112	2,267
5	1	PDP	CR warning	341	44
		In bolded black font within the drug facts box (surrounding text is black)	TE warning	320	63
		PDP	Strength	180	15
		PDP	Brand name	1,691	12
		Back panel	Drug facts box	8,340	2,065

*Principal display panel (PDP) is "that part of a label that is most likely to be displayed, presented, shown or examined under norm and customary conditions of display for retail sale" [Fair Packaging and Labeling Act of 1966. Public Law 89-755. Title 15; Chapter 39].