Supplemental Fig. 1. Knockdown of p63 α and β isoforms results in a change of epithelial phenotype-MCF10A retroviral cell-lines. *A*, Full western-blot of Fig. 1*B*, detection of ΔNp63 isoforms in MCF10A retroviral cell-lines by western-blotting (protein loading: mouse anti-actin). H1299 cells transiently transfected with ΔNp63 isoforms were used as standards. *B*, Growth-curve for MCF10A retroviral cell-lines, over 96 hours.

Supplemental Fig. 2. Confocal microscopy images of MCF10A retroviral cell-lines. Images of SCR, p53, and UTR captured using using x10 Plan Apo N.A. 0.45 objective lens and DBD captured using using x20 Plan Apo N.A. 0.75 objective lens. Blue DAPI nuclear staining and green AlexaFluor 488 for E-cadherin, P-cadherin or vimentin staining (as stated).

Supplemental Fig. 3. Knockdown of p63 α and β isoforms results in increased markers of EMT and invasion in HME-1 cells. *A*, Protein levels of p63, p53, E-cadherin, vimentin, Slug, Snail and Twist were determined by western-blotting (protein loading: mouse anti-actin). *B*, Invasion analysis of HME-1 retroviral transduced cell-lines, showing significant increase in cells with UTR shRNA.

Supplemental Fig. 4. Over-expresssion of snail results in no change in EMT phenotype. Phase-contrast images of p53 depleted (p53) and all p63 isoforms depleted (DBD) showing no change in epithelial cell structure.

Supplemental Fig. 5. Knockdown of p63 α and β isoforms results in increased markers of TGFβ signalling in HME-1 cells. *A*¸ Western-blot analysis of protein levels of TGFβ, Smad 4, Smad2/3 and phospho Smad 2, 3 (protein loading: rabbit anti-actin antibody). *B*, Immunohistochemistry of phospho-Smad 2/3 complex in control cells and cells depleted of pΔN63α and β (UTR), showing that only in UTR containing cells is the Smad 2/3 phosphorylated in the nucleus.