## **Supplementary Figure 1S**





**Figure 1S** EMT phenotypic expression of HSC3R2 cells compared with parental HSC3 cells. (A) Western blot analysis of EMT-associated proteins. (B) mRNA expression of EMT-associated genes of HSC3 ( $\blacksquare$ ) cells and HSC3R2 cells ( $\blacksquare$ ). Increased vimentin expression in HSC3R2 cells is apparent. (C) Motility of HSC3 cells ( $\blacksquare$ ) and HSC3R2 cells ( $\blacksquare$ ) as measured by transwell migration assay. (D) Flow cytometric analysis of EGFR expression. Isotype control Ig (black) and anti EGFR antibody (gray), Bars= SD, \*P<0.05

#### **Supplementary Figure 2S**





**Figure 2S** Effects of TGF- $\beta$  and TGF- $\beta$ RI inhibitor (SD208) on the EMT phenotype of 81B-Fb cells. (A) Western blot analysis. Cells were starved in serum-free medium for 24 h, and exposed to SD208 at increasing concentrations (1 and 5  $\mu$ M) for 2 h at 37°C. Cells were then stimulated with TGF- $\beta$  (2.5 ng/ml) for 10 min, lysed and subjected to Western blotting. (B) mRNA expression of E-cadherin and vimentin of 81B-Fb cells with or without SD208. (C) Motility of 81B-Fb cells as measured by wound-closure assay. Bars= SD, \*P<0.05. NS=not significant.

### **Supplementary Figure 3S**



**Figure 3S** Expression of HER receptor family and neuregulin ligands in UMSCC81B and 81B-Fb cells. (A) Western blot analysis of EGFR, HER2, HER3 and HER4 in UMSCC81B and 81B-Fb cells. (B) qRT-PCR analysis of NRG1 and NRG2 mRNA expression in UMSCC81B cells ( $\blacksquare$ ) and 81B-Fb cells ( $\blacksquare$ ). Bars=SD, \*P<0.05.

#### **Supplementary Figure 4S**





B



**Figure 4S** Effects of lapatinib and trastuzumab on the proliferation and EMT phenotype of 81B-Fb cells. (A) Growth inhibition of 81B-Fb cells by gefitinib, lapatinib and trastuzumab. (B) Western blot analysis of Akt, GSK-3 $\beta$  and snail expression in response to heregulin- $\beta$ 1 with or without lapatinib (LY294002) treatment. (C) Inhibition of motility of 81B-Fb cells by LY294002, lapatinib and trastuzumab treatment (12 h). (D) Effect of lapatinib treatment (24 h) on the vimentin and snail mRNA expression of 81B-Fb cells. Bars= SD, \*P<0.05. NS=not significant.

# **Supplementary Table 1S**

Sequences of primer-pairs for qRT-PCR used in this study

	Forward	Reverse	probe number
E-cadherin	cctggcctcagaagacagaa	ttgtctttgttggatttgatctg	# 44
vimentin	aaagtgtggctgccaagaac	agcctcagagaggtcagcaa	# 16
snail	gctgcaggactctaatccaga	atctccggaggtgggatg	# 11
twist	aaggcatcactatggactttctct	gccagtttgatcccagtatttt	# 6
slug	ttatgtttcctctaaaaacactgactg	tgcagtgagggcaagaaaa	#7
EGF	aagaatgggggtcaaccagt	tgaagttggttgcattgacc	# 27
HB-EGF	tggggcttctcatgtttagg	catgcccaacttcactttctc	# 55
amphiregulin	cggagaatgcaaatatatagagcac	caccgaaatattcttgctgaca	# 38
EGFR	cgggacatagtcagcagtga	gggacagcttggatcacact	# 44
NRG1	cttgtggtcggcatcatgt	cagctttttccgctgtttct	# 49
NRG2	caaatatggcaacggcaga	ggcctcgcagacatactcc	# 39
GAPDH	agccacatcgctcagacac	gcccaatacgaccaaatcc	# 60