Supporting Figure Legends

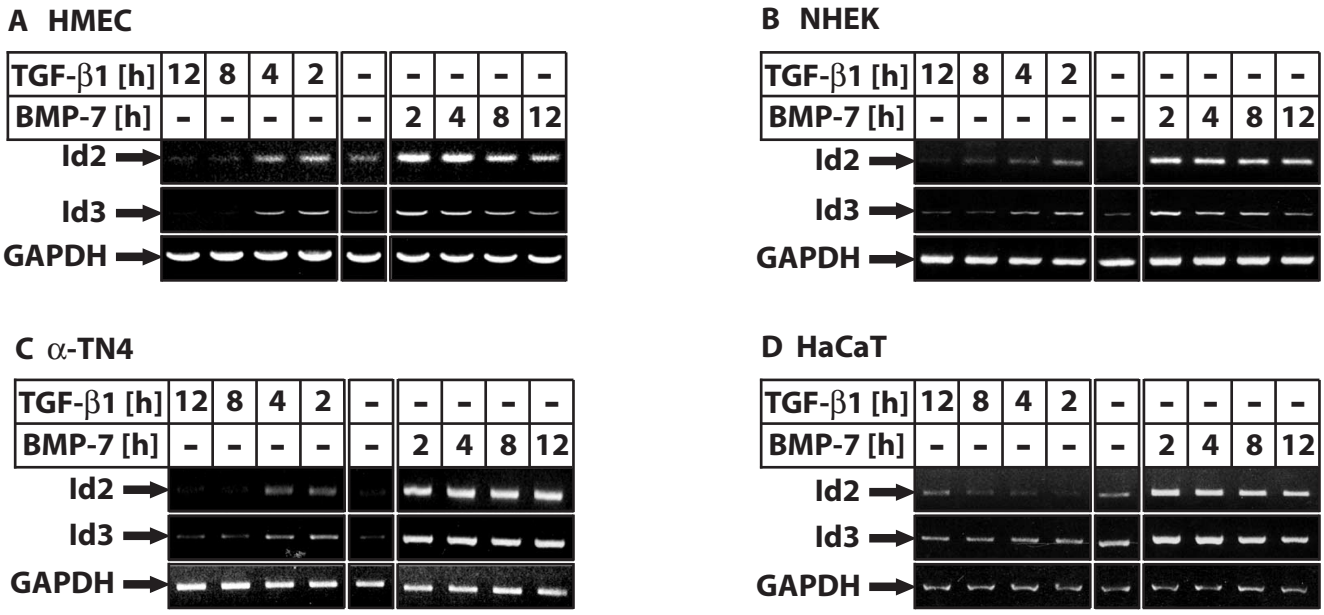
Supporting Fig. 1. Regulation of *Id2* and *Id3* mRNA levels in various epithelial cell types. (A-D) Semi-quantitative RT-PCR analysis of *Id2* and *Id3* and control *GAPDH* in primary HMEC (A), primary NHEK (B), immortalized α-TN4 (C) and immortalized HaCaT (D) cells treated for the indicated time periods with vehicle (-), 5 ng/ml TGF-β1 or 300 ng/ml BMP-7.

Supporting Fig. 2. Mode of regulation of *Id2* and *Id3* gene expression by TGF-β1 and BMP-7. (A) Semi-quantitative RT-PCR analysis of *Id2* and *Id3* and control *GAPDH* in NMuMG cells treated for the indicated time periods with vehicle (-), 5 ng/ml TGF-β1 or 300 ng/ml BMP-7 in the absence (-) or presence (+) of 10 μg/ml cycloheximide (CHX). (B) Relative activity of the human *Id2* promoter-*luciferase* reporter transfected in NMuMG cells after treatment for 24 hours with vehicle (-, white bars), 5 ng/ml TGF-β1 (grey bars) or 300 ng/ml BMP-7 (black bars).

Supporting Fig. 3. Ectopic expression or knockdown of Id2 and Id3 using adenoviral vectors and RNAi. (A) Immunoblot analysis of exogenous Id2 and control β-tubulin levels after infection of HaCaT (left panel) or NMe (right panel) cells with control Ad-LacZ (-) or specific Ad-Id2 adenoviruses (triangles show increasing MOI: 2, 10, 50, 250). The data are derived from duplicate infections to those presented in Fig. 5C, D. (B) Immunoblot analysis of endogenous Id3 and control β-tubulin levels in HaCaT cells demonstrates efficient knockdown of BMP-7-inducible Id3 expression by specific (*Id3*) siRNA but not by control (*Luc*) siRNA. Transfected cells were treated for 4 hours with vehicle (-) or 300 ng/ml BMP-7. The data are derived from duplicate transfections to those presented in Fig. 7A. (C) Immunoblot analysis of exogenous Id3

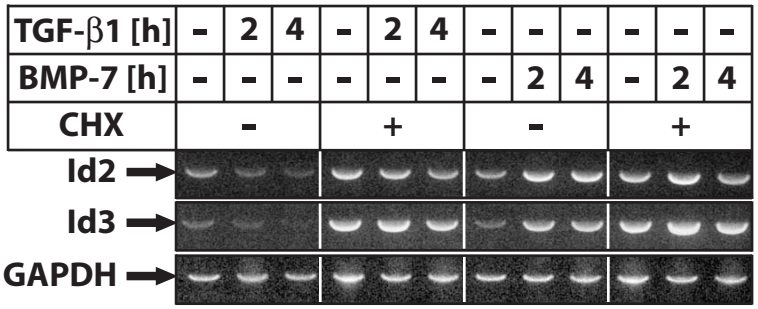
and control β-tubulin protein levels after infection of HaCaT cells with control Ad-LacZ (-) or specific Ad-Id3 adenoviruses (triangle shows increasing MOI: 10, 50, 50, 750). The data are derived from duplicate infections to those presented in Fig. 7B. (D) Immunoblot analysis of exogenous Id3 and control β-tubulin protein levels after infection of α-TN4 (top panels) or NMe (lower panels) cells with control Ad-LacZ (-) or specific Ad-Id3 adenoviruses (triangle shows increasing MOI: 10, 50, 250, 750). The data are derived from duplicate infections to those presented in Fig. 7D and 7F.

Supp. Fig. 1 Kowanetz et al.

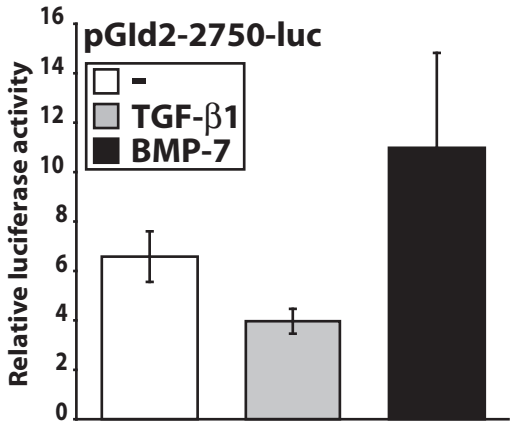


Supp. Fig. 2. Kowanetz et al.

A NMuMG



B NMuMG



Supp. Fig. 3 Kowanetz et al.