

Figure S1. Study 1 materials: Gain-framed vs. loss-framed health messages.

<i>Loss-framed health message</i>	<i>Gain-framed health message</i>
<p>Snack foods such as cakes, biscuits, chocolate, crisps, ice-cream and pastries are high in saturated fat and added sugar.</p> <p>Evidence suggests that people who eat lots of high calorie snacks with high levels of saturated fat and added sugar, compared to those who avoid eating lots of snacks, are at higher risk of many serious life-threatening diseases and lose several potential health benefits.</p> <p>For example, research shows that people who EAT lots of snacks have a HIGHER RISK of:</p> <ul style="list-style-type: none"> • Heart Disease and Stroke • Type 2 Diabetes • Cancers (e.g., bowel cancer) <p>EATING lots of snacks can also mean you LOSE other HEALTH BENEFITS such as:</p> <ul style="list-style-type: none"> • Healthy looking skin and hair • Healthy weight • Increased energy and vitality 	<p>Snack foods such as cakes, biscuits, chocolate, crisps, ice-cream and pastries are high in saturated fat and added sugar.</p> <p>Evidence suggests that people who avoid eating lots of high calorie snacks with high levels of saturated fat and added sugar, compared to those who eat lots of snacks, are at lower risk of many serious life-threatening diseases and gain several potential health benefits.</p> <p>For example, research shows that people who AVOID EATING lots of snacks have a LOWER RISK of:</p> <ul style="list-style-type: none"> • Heart Disease and Stroke • Type 2 Diabetes • Cancers (e.g., bowel cancer) <p>AVOIDING EATING lots of snacks can also mean you GAIN other HEALTH BENEFITS, such as:</p> <ul style="list-style-type: none"> • Healthy looking skin and hair • Healthy weight • Increased energy and vitality