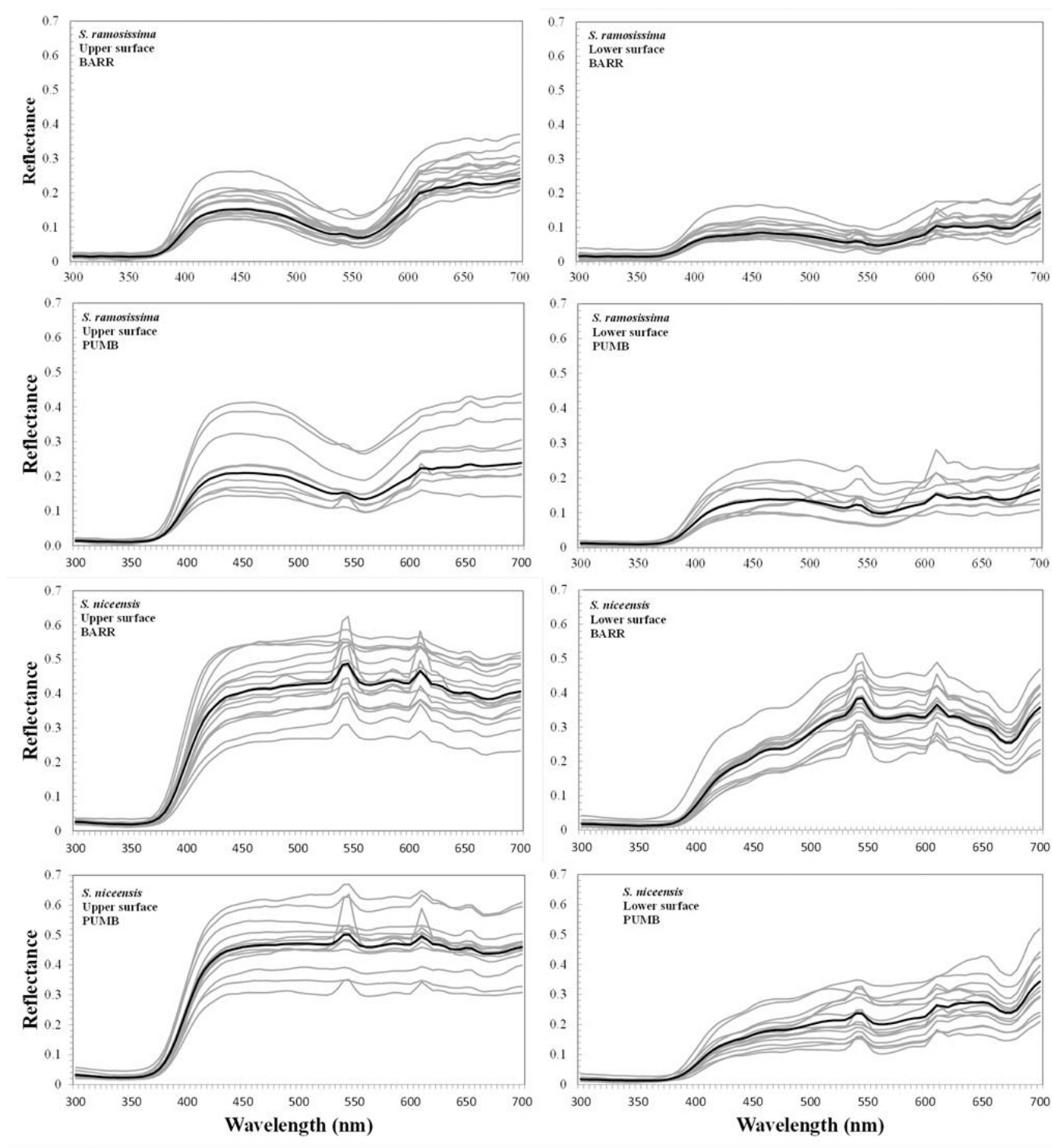


SUPPLEMENTARY DATA

Fig. S1. Spectral reflectance of the petal upper surface (left) and petal lower surface (right) of *Silene niceensis* and *S. ramosissima*.



Video S1: short film showing a visit by *Hyles* spp. (Sphingidae) to the flowers of *S. niceensis*.

Video S2: short film showing a visit by Noctuidae to the flowers of *S. niceensis*. **Video S3:** short film showing a visit by Noctuidae to the flowers of *S. ramosissima*. **Video S4:** short film showing a visit by Syrphidae to both *S. ramosissima* and *S. niceensis* flowers.