



Supplementary Figure 1. Sample Public Service Advertisement Explaining A Front-of-Package Labeling System


BECOME LABEL CONSCIOUS



The Nutrition Stars Symbol shows how healthy a product is on a scale of 0 stars (least healthy) to 3 stars (healthiest). The number of stars are based on the amount of saturated and trans fats, sodium, and added sugars in the product. The symbol also displays the number of calories per serving.



LOOK FOR THE STAR SYMBOL RIGHT ON THE FRONT AND DISCOVER HOW DELICIOUS SMART NUTRITION CHOICES CAN BE



Introducing the Nutrition Stars System. This fact-based icon right on the front of food and beverage packages summarizes important nutrition information from the Nutrition Facts Panel in a clear, simple and easy-to-use format. This makes it fast and easy to choose nutritious foods and beverages.

Internet survey of 1,247 adults, conducted June–July 2013.