

**Supplemental Table 1
Manipulation Check Results**

N	M (SD)	N	M (SD)	Statistical Difference
<i>The products are safer than traditional cigarettes.</i>				
	Modified Risk Statement		No Modified Risk Statement	
304	2.34 (.78)	301	1.51 (.70)	F (1, 603) = 190.82, p < .001, $\eta^2 = .24$
<i>The products contain nicotine.</i>				
	FDA Warning Label		No Warning Label	
204	2.93 (.32)	49	1.76 (.75)	F (1, 251) = 285.26, p < .001, $\eta^2 = .53$
<i>The products increase heart-rate.</i>				
	MarkTen Warning Label		No Warning Label	
202	2.38 (.73)	50	1.56 (.58)	F (1, 250) = 55.40, p < .001, $\eta^2 = .18$
<i>The long-term health risks of the products are unknown.</i>				
	Abstract Warning Label		No Warning Label	
199	2.75 (.60)	50	1.50 (.58)	F (1, 247) = 177.45, p < .001, $\eta^2 = .42$