

## Supplemental Tables

**Supplemental Table 1: Health symptom keyword categorization scheme**

<b>Health Category</b>	<b>Keywords</b>
<b>Cardiovascular</b>	heart, cholesterol, stroke, chest pain, blood pressure, heart attack, cardiovascular disease, blood clots, heart rate
<b>Respiratory</b>	wheezing, cough (coughing, coughed, coughs), copd, emphysema, asthma (asthmatic), respiratory, lung (lungs), shortness of breath, dry cough, chronic bronchitis, wet lung, popcorn lung, acute bronchitis, pneumonia, sleep apnea
<b>Neurological</b>	seizure (seizures), headache, dizzy (dizziness), fatigue (fatigued), numb (numbness), tingle (tingling, tingles), sensitive (sensitivity)
<b>Cancer</b>	cancer, lung cancer, mouth cancer, liver cancer, colon cancer, throat cancer
<b>Psychological</b>	depression (depressed), irritable, stress, anxiety, adhd
<b>Mouth</b>	teeth, tongue, periodontal, toothache, mouth pain, oral health, tooth decay, gum disease, gingivitis, dry mouth, vaper's tongue, lips, gums, dry socket, cavities
<b>Throat</b>	esophagus, throat, throat hit
<b>Digestive</b>	digestive, stomach, stomachache, heartburn, eating disorder, vomit (vomiting, vomited, puking, puke), diarrhea
<b>Other</b>	nausea (nauseous, nauseated), lightheaded (light-headed), kidney (kidneys), bladder, colon, liver, skin, diabetes, ulcer (ulcers), arthritis, aching, dehydrate (dehydrates, dehydrated, dehydration), hurt (hurting, hurts), irritate (irritates, irritated, irritation), inflammation, stamina, sinus (sinuses), phlegm, acne

**Supplemental Table 2: Frequency of JUUL flavor mentions on Reddit**

<b>Flavors</b>	<b># of Posts</b>
<b>Mango</b>	2,684
<b>Mint</b>	2,148
<b>Fruit</b>	720
<b>Menthol</b>	974
<b>Cucumber</b>	477
<b>Crème</b>	525
<b>Virginia Tobacco</b>	318
<b>Classic Tobacco</b>	107