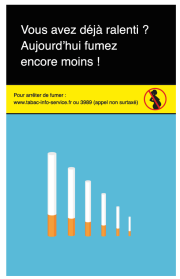
Table A. Test warnings*

Commitment

Today, I will try a day without smoking.

Today, I commit to smoking less!

For my health, today I will smoke less.



You have already slowed down? Today smoke even less!

Quitting smoking? Today I'm taking the next step!

Empowerment

You can quit.

The ressources to quit smoking are within you.

Quitting smoking is not insurmountable.

Your willpower and support can make you quit smoking.

Quit: we can do it!

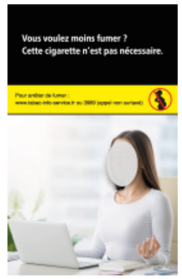
Cognitive dissonance

Your health matters? So why smoke?

You want to stay healthy? You can do without this cigarette

You are afraid of disease? It's time to quit smoking

Thinking of slowing down or quitting smoking? So why are you taking this cigarette?



Want to smoke less? This cigarette is not necessary.

Table A. Continued

Harm reduction

Smoke less, vape instead.	You are addicted to nicotine, not tobacco. Change!	You can do without that one.		

	The need will pass.	Five minutes and the desire passes.		

Source: The authors.
*Some warnings have been anonymized.