

## Goal-driven attentional capture by appetitive and aversive smoking-related cues in nicotine dependent smokers

Article (Supplemental Material)

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**Supplementary materials for article:**

**Goal-driven attentional capture by appetitive and aversive smoking-related cues in  
nicotine dependent smokers**

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Fig. 1. Current unbranded tobacco packaging on the left (Department of Health, 2016), and proposed changes to packaging on the right. The graphic warning has been enlarged to cover the whole front of the packet, and the text warning which provides information about the image has been embedded in the image, rather than placed on a solid background separate from the image. Additionally, the salient competing coloured text warning has been made less salient by removing the bright yellow colour, replacing it with a less distinct background. These modifications could be made in order to increase the need for smokers to tune attention to the aversive features of the graphic warning to detect the cigarettes, thus increasing exposure to the warning.

### References

Department of Health (2016). *Tobacco packaging guidance*. Available at:

<http://www.gov.uk/government/publications/packaging-of-tobacco-products>.

(Accessed: 14 November 2017).