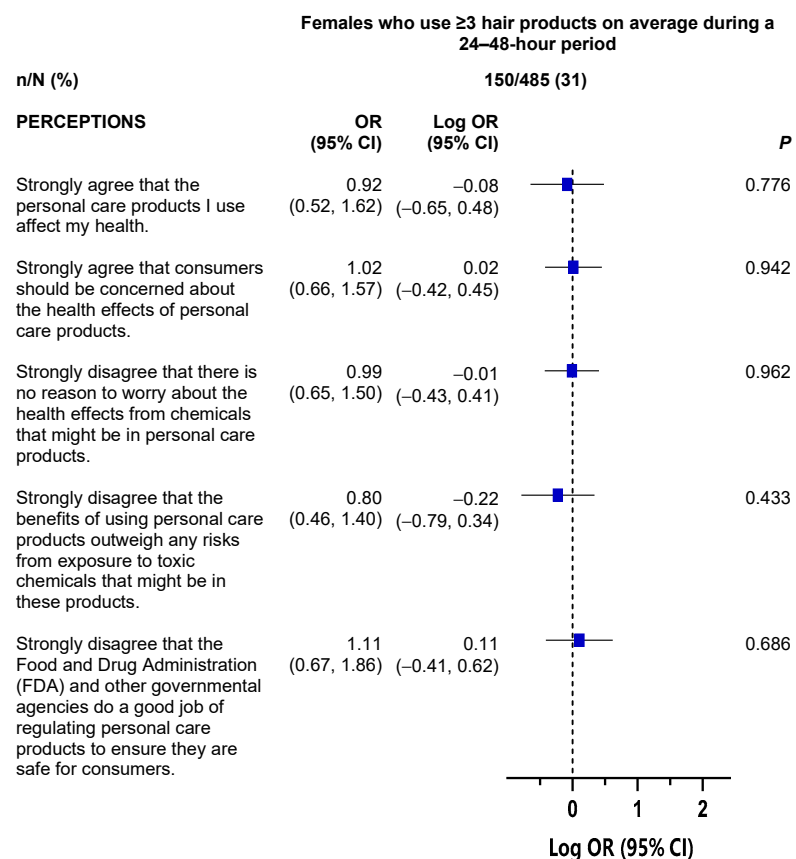
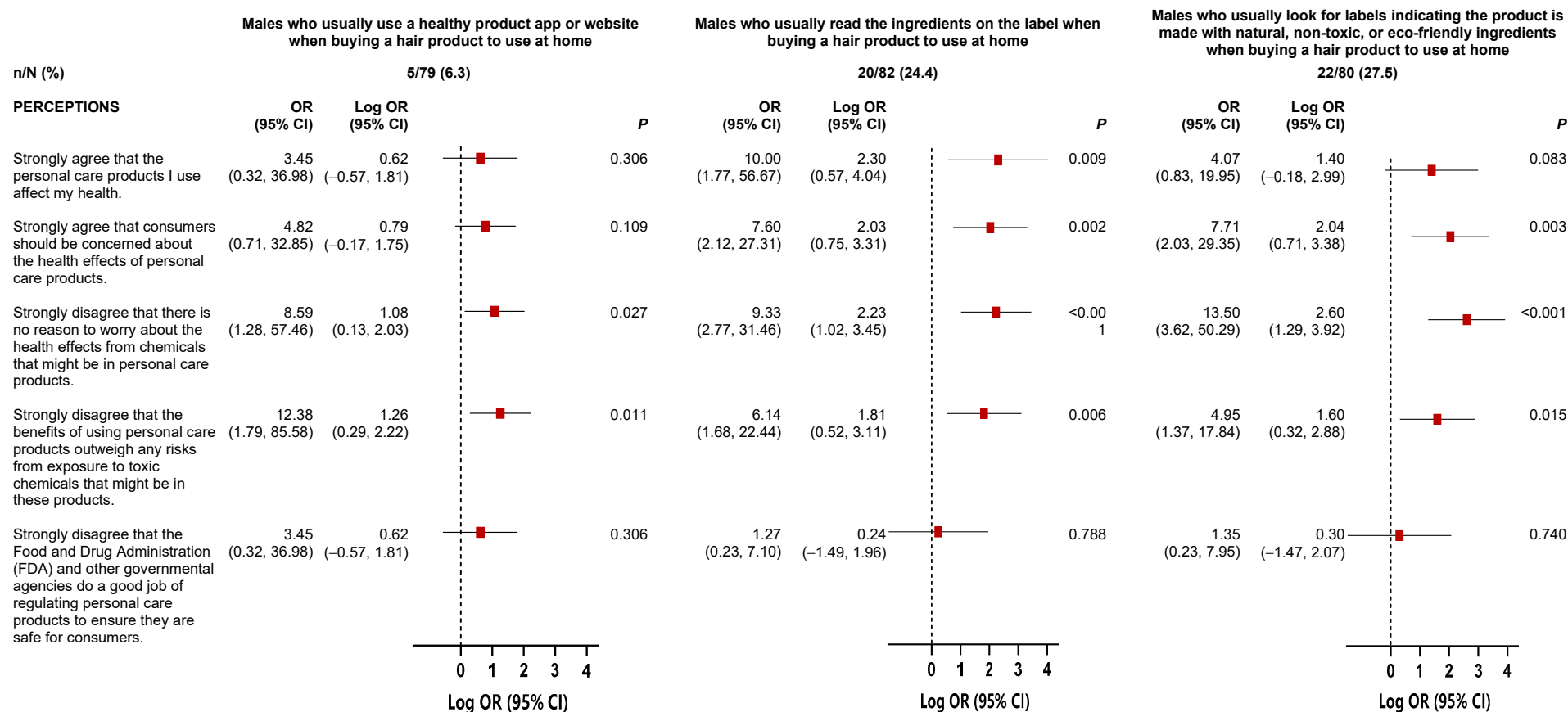


**Supplementary Figure S1. Adjusted associations between perceptions of harm and hair product purchasing behaviors among females in the study.** Associations between perceptions of harm (strongly agree/strongly disagree to a perception vs. all other responses) and hair care purchasing behaviors among females were examined using multivariable-adjusted logistic regression models. These associations were reported as odds ratios, and the corresponding log odds ratios were displayed in plots (shown above), which visualized the log odds of always/usually exhibiting "safer" purchasing behaviors versus the log odds of not always/usually exhibiting "safer" purchasing behaviors, while controlling for age (continuous), income, marital status, and race, and ethnicity.



**Supplementary Figure S2. Unadjusted associations between perceptions of harm and hair product usage behaviors among females in the study.** Associations between perceptions of harm (strongly agree/strongly disagree to a perception vs. all other responses) and hair care use behaviors among females were examined using unadjusted logistic regression models. These associations were reported as odds ratios, and the corresponding log odds ratios were displayed in a plot (shown above), which visualized the log odds of always/usually exhibiting "safer" behaviors versus the log odds of not always/usually exhibiting "safer" behaviors around PCP hair product use, while controlling for age (continuous), income, marital status, and race and ethnicity.



**Supplementary Figure S3. Adjusted associations between perceptions of harm and hair product purchasing behaviors among males in the study.** Associations between perceptions of harm (strongly agree/strongly disagree to a perception vs. all other responses) and hair care purchasing behaviors among males were examined using multivariable-adjusted logistic regression models. These associations were reported as odds ratios, and the corresponding log odds ratios were displayed in plots (shown above), which visualized the log odds of always/usually exhibiting "safer" purchasing behaviors versus the log odds of not always/usually exhibiting "safer" purchasing behaviors, while controlling for age (continuous), income, marital status, and race and ethnicity.