

Dietary Supplement Claims One-on-one In-depth Interview Study
Attachment 6 – Structure of Interview (for review only)

Note: Each study participant will be randomly assigned to one of the four groups, using four different versions of slides (an example is shown in Attachment 7, Version 1 for Group 1). We will aim for 15 participants for each of the four groups and a balanced mix of dietary supplement users and non-users in each group.

Groups 1 and 2 will be discussing sugar/glucose related claims first (using, for example, Slides 1-5 as shown in Attachment 7) and hypertension related claims next (Slides 6-11 as shown in Attachment 7). The two groups will see different claims for each of the health conditions and different orders of claims for a given condition (Slide 11).

Groups 3 and 4 will be discussing hypertension related claims first and sugar/glucose related claims next. The two groups will cover different claims for each of the health conditions and different orders of claims for a given condition (Slide 11).

Group 1 (sugar/glucose first, hypertension next)	Group 2 (sugar/glucose first, hypertension next)	Group 3 (hypertension first, sugar/glucose next)	Group 4 (hypertension first, sugar/glucose next)
Slide 1 – label 1A1- Interpret a structure/function (SF) claim, sugar Name – Advanced blood sugar formula* Claim - A2. Promotes healthy blood glucose levels* (w/disclaimer)''	Slide 1 – label 2A1- Interpret a structure/function (SF) claim, sugar Name – Advanced blood sugar formula* Claim – A5. Supports glucose metabolism* (w/disclaimer)	Slide 1 – label 3A1 - Interpret a structure/function (SF) claim, hypertension Name – E4. BP Stability* Claim – B3. Maintains healthy blood pressure and healthy blood flow* (w/disclaimer)	Slide 1 – label 4A1 - Interpret a structure/function (SF) claim, hypertension Name – Advanced blood pressure formula* Claim - B5. Supports blood vessel dilation which in turn supports healthy blood pressure levels and healthy blood flow* (w disclaimer)
Slide 2 – label 1A2- Interpret same SF claim with different name, sugar Name – F8. Glucose health* Claim - A2. Promotes healthy blood glucose levels* (w/disclaimer)	Slide 2 – label 2A2 - Interpret same SF claim, with different name, sugar Claim – A5. Supports glucose metabolism* (w/disclaimer) Name - F9. Insulin health*	Slide 2 – label 3A2 - Interpret same SF claim, with different name, hypertension Name – E3. Healthy blood pressure Support* Claim – B3. Maintains healthy blood pressure and healthy blood flow* (w/disclaimer)	Slide 2 – label 4A2 - Interpret same SF claim, with different name, hypertension Name – E4. BP stability* Claim - B5. Supports blood vessel dilation which in turn supports healthy blood pressure levels and healthy blood flow* (w

			disclaimer)
Slide 3 – labels 1A2 and 1A3 - Compare a pair of SF claims, sugar Claims - A2. Promotes healthy blood glucose levels* (w/disclaimer)” vs A8. Healthy insulin usage* (w/disclaimer) Name - F8. Glucose Health*	Slide 3 – labels 2A2 and 2A3 - Compare a pair of SF claims, sugar Claims – A5. Supports glucose metabolism* (w/disclaimer) vs A3. Helps maintain healthy sugar levels* (w/disclaimer) Name - F9. Insulin Health*	Slide 3 – labels 3A2 and 3A3 - Compare a pair of SF claims, hypertension Claims – B3. Maintains healthy blood pressure and healthy blood flow* (w/disclaimer) vs B4. Promotes healthy blood pressure already within normal range* (w/disclaimer) Name – E3. Healthy blood pressure support*	Slide 3 – labels 4A2 and 4A3 - Compare a pair of SF claims, hypertension Claims – B5. Supports blood vessel dilation which in turn supports healthy blood pressure levels and healthy blood flow* (w disclaimer) vs B2. Maintains normal blood pressure levels* (w/disclaimer) Name - E4. BP stability*
Slide 4 – labels 1A4 and 1A5 - Compare 2 disease claims, only one label has the disclaimer, sugar Claims – D7. Control blood sugars* (w/disclaimer)” vs D6 Glucose management* (w/o disclaimer) Name - F5. Blood Sugar Special Formulation*	Slide 4 – labels 2A4 and 2A5 - Compare 2 disease claims, only one label has the disclaimer, sugar Claims – D9. Improves plasma glucose levels* (w/disclaimer) vs D3. Helps regulate blood sugar levels* (w/o disclaimer) Name – F4. Sugar Shield*	Slide 4 – labels 3A4 and 3A5 - Compare 2 disease claims, only one label has the disclaimer, hypertension Claims – C4. Powerful in restoring normal blood pressure* (w/disclaimer) vs C1. May be beneficial for moderating blood pressure* (w/o disclaimer) Name – E1. BP support*	Slide 4 – labels 4A4 and 4A5 - Compare 2 disease claims, only one label has the disclaimer, hypertension Claims - C3. supports blood pressure regulation* (w/disclaimer) vs C4. Powerful in restoring normal blood pressure* (w/o disclaimer) Name - E6. BP Health*
Slide 5 – card sort, sugar Claims – SF and disease claims	Slide 5 – card sort, sugar Claims – SF and disease claims	Slide 5 – card sort, hypertension Claims – SF and disease claims	Slide 5 – card sort, hypertension Claims – SF and disease claims
Slide 6 - card sort, hypertension Claims – SF and disease claims	Slide 6 – card sort, hypertension Claims – SF and disease claims	Slide 6 – card sort, sugar Claims – SF and disease claims	Slide 6 – card sort, sugar Claims – SF and disease claims
Slide 7 – label 1B1 - Interpret a SF claim, hypertension Claim – B1. Supports Blood Pressure* (w/disclaimer)”	Slide 7 – label 2B1- Interpret a SF claim, hypertension Claim – B4. Promotes healthy blood pressure already within normal	Slide 7 – label 3B1 - Interpret a SF claim, sugar Claim – A8. Healthy insulin usage* (w/disclaimer) Name – F6. Blood glucose	Slide 7 – label 4B1 - Interpret a SF claim, sugar Claim - A4. Support for healthy glucose metabolism* (w/disclaimer)

Name - E6. BP Health*	range* (w/disclaimer) Name - E6. BP Health*	365*	Name - Advanced blood sugar formula*
Slide 8 - label 1B2 - Interpret same SF claim, different name, hypertension Claim - B1. Supports Blood Pressure* (w/disclaimer)" Name - E7. Blood pressure formula*	Slide 8 - label 2B2- Interpret same SF claim, different name, hypertension Claim - B4. Promotes healthy blood pressure already within normal range* (w/disclaimer) Name - E2. Blood Pressure Support*	Slide 8 - label 3B2 - Interpret same SF claim, different name, sugar Claim - A8. Healthy insulin usage* (w/disclaimer) Name - F3. Blood sugar support*	Slide 8 - label 4B2 - Interpret same SF claim, different name, sugar Claim - A4. Support for healthy glucose metabolism* (w/disclaimer) Name - F9. Insulin Health*
Slide 9 - labels 1B2 and 1B3, Compare a pair of SF claims, hypertension Claims - B1. Supports blood pressure* (w/disclaimer) vs B2 Maintains normal blood pressure levels* (w/disclaimer) Name - E7. Blood pressure formula*	Slide 9 - labels 2B2 and 2B3, Compare a pair of SF claims, hypertension Claims - B4. Promotes healthy blood pressure already within normal range* vs B2. Maintains normal blood pressure levels* Name - E2. Blood Pressure Support*	Slide 9 - labels 3B2 and 3B3 - Compare a pair of SF claims, sugar Claims - A8. Healthy insulin usage* (w/disclaimer) vs A4. Support for healthy glucose metabolism* (w/disclaimer) Name - F3. Blood sugar support*	Slide 9 - labels 4B2 and 4B3 -Compare a pair of SF claims, sugar Claims - A4. Support for healthy glucose metabolism* (w/disclaimer) vs A9. Promotes insulin production by supporting pancreatic cells* (w/disclaimer) Name - F9. Insulin Health*
Slide 10 - labels 1B2 and 1B4 - Compare 2 SF claims, only one label has the disclaimer, hypertension Claims - B1. Supports Blood Pressure* (w/disclaimer) vs B5. Supports blood vessel dilation which in turn supports healthy blood pressure levels and healthy blood flow* (w/o disclaimer) Name - E7. Blood Pressure Formula*	Slide 10 - labels 2B4 and 2B5 - Compare 2 disease claims, only one label has the disclaimer, hypertension Claims - C9. Regulates and maintains healthy blood pressure and cholesterol levels* (w/disclaimer) vs C2. Plays a role in controlling blood pressure* (w/o disclaimer) Name - E8. Blood Pressure Elements*	Slide 10 - labels 3B4 and 3B5 - Compare 2 disease claims, only one label has the disclaimer, sugar Claims - D8. Reduces plasma glucose level* (w/disclaimer) vs D4. Regulates healthy blood sugar levels* (w/o disclaimer) Name - F1. Sugar break*	Slide 10 - labels 4B2 and 4B4 - Compare 2 SF claims, only one label has the disclaimer, sugar Claims - A4. Support for healthy glucose metabolism* (w/disclaimer) vs A9. Promotes insulin production by supporting pancreatic cells* (w/o disclaimer) Name - F9. Insulin Health*

Slide 11 - compare two claims - hypertension	Slide 11 - compare two claims - hypertension	Slide 11 - compare two claims - sugar	Slide 11 - compare two claims - sugar
Maintains blood pressure levels	Maintains normal blood pressure levels	Support glucose metabolism	Support for healthy glucose metabolism
Maintains normal blood pressure levels	Maintains blood pressure levels	Support for healthy glucose metabolism	Support glucose metabolism