

Complete list of the items used in the survey.

N. Item	Description
<i>Demographics and control variables</i>	
1 Gender	<i>Gender</i>
2 Age	<i>Age</i>
3 Degree	<i>Level of education</i>
4 Awareness	<i>I know some food supplement brands</i>
<i>Perceptual items</i>	
1 Advice from experts	<i>I buy food supplements on the advice of an expert after her/his diagnosis</i>
2 Advice from significant people	<i>When buying food supplements, I rely upon the advice of the people I trust</i>
3 Consequences	<i>It is important to understand any consequence related to food supplements' choice</i>
4 Patient perception	<i>Patient's perception is a reliable source of the effects of food supplements</i>
5 Money	<i>Spending money is important for healing</i>
6 Personalization	<i>I think medical cares should be personalized because every organism responds differently. Standard cares have poor effectiveness</i>
7 Prevention	<i>I take supplements even if I am fine, just to keep healthy and to prevent any disease</i>
8 Supplements do not hurt	<i>Food supplements never hurt</i>
9 Physical/Emotional	<i>The effect of food supplements is linked to both physical and emotional aspects</i>
10 Collateral effects	<i>Food supplements have few collateral effects</i>
11 Energy	<i>Food supplements make me feel more energetic</i>
12 Deficiency	<i>Food supplements are useful to fill deficiencies in the organism</i>
13 Frantic life	<i>Life is frantic and nutrition cannot be complete</i>
14 Nutrition	<i>Correct nutrition is enough to fill a deficiency in the organism</i>
15 Speed	<i>Food supplements speed up the effect of medicines</i>
16 Substitution	<i>The goal is to gradually replace a medicine with a food supplement</i>
17 Personal perception	<i>I can feel the effect of food supplements on my psycho-physical state</i>
18 Balance	<i>Physical energy and mood affect one another. Physical and mind balance are important for wellbeing</i>
19 Healing mood	<i>Healing the mood is important because the feeling of having a problem is already source of illness</i>
20 Placebo effect	<i>Placebo effect is important. If I believe that medical care is working, I feel better</i>
21 Stimulation	<i>Wellbeing is the possibility of stimulating abilities already in our body</i>
22 Anxiety	<i>Wellbeing is being without anxiety, living every moment peaceful and careless</i>
23 Responsibilities	<i>Life has many responsibilities. Wellbeing is to be able to do anything I would like to</i>
24 Energetic/Light	<i>Wellbeing is feeling energetic and light</i>
25 Scientific ads	<i>I prefer the ads showing the scientific aspects of food supplements</i>
26 Deceiving ads	<i>Advertising tends to deceive the choice of food supplements by proposing new trends</i>
27 Extreme necessity	<i>I rely upon medicine only in cases of extreme necessity</i>
28 Living with pain	<i>I generally try to solve my health troubles immediately because I cannot live with pain</i>

29	Medicines save lives	<i>We cannot do without medicines because they save lives</i>
	Medicines cause	
30	troubles	<i>Medicines heal but cause other troubles</i>
31	Fear	<i>I fear medicines</i>
32	Pathology	<i>Medicines remain the main remedy when there is a pathology</i>
33	Synthetic substances	<i>When I take synthetic substances, I do not feel myself, I have collateral effects that cause anxiety to me</i>
34	Ideal medicine	<i>A medicine without collateral effects would be the ideal</i>
35	Natural substances	<i>I prefer using natural substances than those produced with chemical processes</i>
36	Confidence in medicine	<i>I am confident in medicine because medicines could assure more reliable effects compared with food supplements</i>
37	Integration	<i>Official medicine and alternative remedies should be integrated</i>
	Believe in alternative	
38	remedies	<i>Alternative remedies work if one believes</i>
39	Invasiveness	<i>Natural remedies are less invasive</i>
40	Take more time	<i>Natural remedies take more time to be effective</i>
41	Symptoms	<i>While medicines act on symptoms, holistic remedies act on the causes</i>
42	Holistic vision	<i>I am confident in the holistic vision</i>
	Outcomes	
1	Satisfaction	<i>I am satisfied with food supplements</i>
2	Purchasing intention	<i>I will probably buy food supplements in the future</i>