**Stimuli Appendix**

**BPA Low Threat Message**

Bisphenol A (BPA)

Bisphenol A, or BPA, is an industrial chemical used to make some plastics and resins. BPA plastics and resins are used in household and commercial products such as plastic dinnerware, automobile parts, and toys. Some food and drink containers, including water bottles and food cans, are also made with BPA. Studies have shown BPA to be safe at current low levels of human exposure. Researchers continue to check BPA use in food product containers.   
  
[Be proactive – get more information about BPA today.]

**BPA High Threat Message**

Beware of Bisphenol A (BPA)

Bisphenol A (BPA) is an industrial chemical used to make some plastics and resins. Whether we’re aware of it or not, most of us are exposed to BPA through food and beverage containers. Every day, Americans expose themselves to BPA by doing simple things like microwaving food containers or drinking from water bottles. But BPA is a concern. Because BPA seeps from plastic containers into our food and drinks, most Americans consume BPA regularly. BPA exposure is associated with serious health problems that could kill you, such as diabetes and breast and prostate cancers.

[Be proactive – get more information about BPA today.]

**VOCs Low Threat Message**

Volatile Organic Compounds (VOCs)

Volatile organic compounds (VOCs) are gases that are released into the air from some solids and liquids. VOCs can occur both indoors and outdoors. VOCs are often used in household products such as cleaning products, paints, and building materials. Studies have shown VOCs to be safe at low levels of human exposure. Several companies now make products low in VOCs, such as low VOC paints, to help reduce human exposure.

[Be proactive – get more information about VOCs today.]

**VOCs High Threat Message**

Beware of Volatile Organic Compounds (VOCs)  
  
Volatile organic compounds (VOCs) are hazardous gases released into the air from some solids and liquids. Many American don’t know it, but household products that we use every day (such as cleaning products and furniture) release harmful VOCs into the air. VOC levels can be high indoors and many families constantly breathe in dangerous VOCs. VOC exposure is associated with serious health problems that could kill you, such as damage to your liver, and kidney. Some VOCs are known to cause cancer in animals and are believed to cause cancer in humans.

[Be proactive – get more information about VOCs today.]

**Arsenic Low Threat Message**

Arsenic

Arsenic is a chemical that comes from both natural and human sources. In nature, soil, air, water, plants, and animals all contain some arsenic. Some human sources, such as industrial waste and pressure treated wood, also contain some arsenic. Studies have shown arsenic to be safe at low levels of human exposure. Researchers have been testing foods and water for arsenic since 1991 and continue to check arsenic levels.

[Be proactive – get more information about arsenic today.]

**Arsenic High Threat Message**

Beware of Arsenic Exposure

Arsenic is a chemical that comes from both natural and human sources. Because you can’t see, smell, or taste arsenic, you can’t always know when you are being exposed to dangerous levels. Many Americans are exposed to high levels of arsenic through the foods they eat. High amounts of arsenic have been found in foods like rice and rice products. High levels of arsenic can kill you, and arsenic at lower levels can damage your blood vessels and heart. Arsenic can also cause a variety of deadly cancers.

[Be proactive – get more information about arsenic today.]