

Supplemental Material 1. Discussion guide for focus groups.

Table S1. This discussion guide (DG) was designed for the moderators of the focus groups. Questions to be asked by moderator are on the right side of the DG. **ALL BOLD AND CAPITAL LETTER COMMENTS** are instructions for the moderator which should be strictly followed.

Introduction	Points below are just a reminder for the moderator to set up the rules of the discussion.
Research purpose	<p>THANK RESPONDENT FOR HER TIME INTRODUCE SELF & PHI EXPLAIN WHAT MARKET RESEARCH- PURPOSE IS AND REASON FOR COMING.</p> <p>You will now take part to a group of discussion about food and dietary habits, because we are trying to improve dietary habits of women. Indeed, we know that good food habits are key for good health, so we wonder how to promote some food recommendations, and what kind of healthy products could be adapted for women. Today we organize these groups of discussion with you, because we think that the best people to help us improve advice and products for Egyptian women are Egyptian women! So please feel free to tell us everything that you think and feel, it will be very helpful to improve advice and products for Egyptian women.</p> <p>EXPLAIN THE REASON FOR TAPE/ VIDEO RECORDING ASK RESPONDENTS TO TURN THEIR MOBILES TO THE SILENT MODE. ASK RESPONDENT TO SPEAK OUT LOUD FOR RECORDING.</p>
Section 1:	Warm Up
Introduction	<p>1. OK, now I would like to get to know you. Could you tell me more about yourselves please? I will be listening to you one by one only in the introduction, and then we will be discussing things together but not in order. Could you tell me your name, your marital status, what you do, and anything else you would like us to know about you. MODERATOR TO GIVE TIME FOR INTRODUCTION</p>
Warm-up: role of food in life	<p>2. Ok, that is really great... now I would like to know you better and to break the ice between us to have a fruitful discussion together. If I asked you about the role of food in your life! What could it be? What do you prefer to eat? How do you feel when you eat something you love? Do you think that you all now have something in common? Cool let's start.</p>
Section 2:	Food recommendations understanding
Understanding "taking care of what they eat"	<p>Today we will be talking about many things and doing many exercises that I hope you will like.</p> <p>3. If I told you that I met a woman who says that she takes care of what she eats. I am very curious to know from you, what could that mean? What exactly is she eating to describe herself this way? I am still confused, so what would be not taking care of what we eat mean?</p>
Motivations & barriers for changing food habits	<p>4. Okay... Now we have 2 girls who are totally different from each other, the 1st girl wants to change her food habits/ (Heya 3ayza tezat abklaha) and the other girl doesn't want to change anything.</p> <p>a. Let's think of the 1st girl a little bit.... What could be all the reasons that makes her want to change her food habits? What else? What makes you say that? PROBE FULLY TO ARRIVE AT ALL REASONS. PROMPT IF NOT MENTIONED BY ASKING:</p> <ul style="list-style-type: none"> Some people told me that the reasons for changing her food eating habits could be related to health. Could you tell me more about that please? Could anemia be a reason for her to change her eating habits?

<p style="text-align: center;">ASK SAME QUESTIONS FOR WEIGHT MANAGEMENT, EXTERNAL BEAUTY ASPECTS (HAIR, SKIN, NAILS...?)</p>	
	<p>b. And for the 2nd girl... what could be all the reasons that makes her doesn't want to change anything? What else? What made you say that?</p>
Changes could be done	<p>5. Great, let's have all the mentioned reasons earlier in details to advice the girl who wants to change her food habits. MODERATOR TO HAVE THE CUE CARDS ON THE TABLE AND ASK THE BELOW ON EACH CASE/REASON.</p> <ul style="list-style-type: none"> a. Let's start by "mention reason" what could be all the things that she needs to change for this case? What made you say that? b. What would be your advice to her? What made you say that? <ul style="list-style-type: none"> ▪ In your opinion if she succeeded in applying this change, what would be all the factors that helped her to achieve this? <p>If she did not succeed in changing her habits, what could be all the barriers that made her stop?</p>
<p>Section 3: Food-based recommendations evaluation</p>	
Spontaneous associations towards the eating plan	<p>6. I have with me a list of food types that I want to say out loud and you tell me what comes to your mind when you hear it. MODERATOR TO READ OUT LOUD EACH FOOD TYPE SEPARATELY IN THE LIST BELOW. TRY TO GET EMOTIONAL AND FUNCTIONAL ASSOCIATIONS IN ADDITION TO BENEFITS AND DRAWBACKS IF ANY.</p> <ul style="list-style-type: none"> • Vegetables • Fruit • Legumes (beans) • Milk & yoghurt • Tahini • Grains / carbohydrates • Red meat (beef) • Fish • Eggs • Liver <p>7. Great, lets now have a look at an eating plan that a girl did before and I will ask you few questions. LEAVE THE PLAN ON THE TV SCREEN FOR PARTICIPANTS TO READ AND GO BACK TO WHENEVER NEEDED.</p>
Motivations & barriers for the food-based recommendations	<p>8. Looking at that eating plan, tell me what was going through your minds? Is there any food item that surprised you in this list? What made you say that? MODERATOR TO PROBE FOR:</p> <ul style="list-style-type: none"> • CLARITY • QUANTITY • PERCEIVED HEALTHINESS • PRACTICABILITY (COOKING TIME, COULD BE EATEN ONLY IN PARTICULAR SETTINGS, AFFORDABILITY...) <p>9. What is the purpose of this plan in your opinion?</p> <ul style="list-style-type: none"> • First, what could be all the reasons that made a girl follow such a diet? What else? What made you say that? FOR EACH MENTIONED REASON, UNDERSTAND HOW THIS DIET COULD HELP. • What could be all the reasons that prevent a girl to follow this diet? • What could be the barriers for not following this eating plan? MENTION EACH FOOD SEPARATELY.
Profile	<p>10. And how can you describe this girl? MODERATOR TO PROBE FOR:</p> <ul style="list-style-type: none"> • BODY • AGE

	<ul style="list-style-type: none"> • CHARACTER • PERSONALITY • HEALTH WISE
	11. What does she want to reach by following this diet?
Changes in the food-based recommendations	12. Let's imagine that you have the authority to change this eating plan to achieve a better health for this girl, what would you like to change? What made you say that? MODERATOR TO PROBE FOR: <ul style="list-style-type: none"> • VARIETY • QUANTITY • FOOD TYPE • ORDER OF FOOD/ TIMING • AFFORDABILITY Would you like to add anything to this plan or a habit to be done for a healthier eating lifestyle? What could it be? What made you say that?
Likes & dislikes towards the eating plan	13. Let's imagine that each of you are going to follow this plan. <ul style="list-style-type: none"> • How would that make you feel? • What would be the thing that you like the most in this plan? • What is the thing that you would not like in this plan? • What would be the impact of this plan on you? PROBE FOR HEALTH, BODY WEIGHT, MOOD, AND BEAUTY ASPECTS. FOR EACH MENTION, UNDERSTAND WHAT MADE THEM BELIEVE SO.
Section 4:	Iron rich foods and iron-fortified products evaluation
Fortified products awareness	14. In the supermarket, we see a lot of products that are fortified. I am interested to know from you, do you buy or consume any fortified products? What made you say that?
Fortified products credibility	15. If there is a company producing fortified products, what could be all the things that could make people believe that the product is really fortified? What else? What made you say that? 16. Are there certain vitamins or minerals that are more credible when added to products than others? What made you say that?
Iron deficiency in women	17. Ok, now I want to talk about iron for a while. Do we as Egyptian females, suffer from iron deficiency? How serious is this in your opinion? Is it something common or not? 18. Do men need more iron than women according to you? Why?
Foods rich in Iron	19. I am very interested to know the food types that are rich in iron, what are they? What else? <ul style="list-style-type: none"> a. Do you usually consume these foods? <ul style="list-style-type: none"> ▪ If YES, what made you consume them? ▪ If NO, what prevented you to try them? b. What is the benefit of consuming such types of food on the body?
Iron fortified products awareness	20. Are there any products in the market with iron fortification? Do you use any? What made you say that? <ul style="list-style-type: none"> ▪ If YES, what made you try them? ▪ If NO, what prevented you to try them?
Consumer profile	21. If there is a product in the market that is fortified with Iron, would that be of any interest in your opinion to females like you? What made you say that? 22. Who are the people who really care about buying fortified products in your opinion?
Section 5:	Anemia awareness & Iron-fortified foods evaluation
Setting the ground	23. OK, now I will show you a picture, and you will tell me what you understand of it.
Iron deficiency anemia signs	24. What are the signs of iron-deficiency anemia according to you? Does this happen to you? How do you know that you have iron deficiency anemia? What are the symptoms?

	<p>MODERATOR TO PROBE FOR</p> <ul style="list-style-type: none"> - FATIGUE (TIRED AND WEAK), LETHARGY, PHYSICAL CAPACITY (STAMINA) - WORK PERFORMANCE - DIZZINESS, FREQUENT HEADACHES, PAIN IN THE CHEST - PALE SKIN - COLDNESS IN HANDS OR FEET - HAIR LOSS - BRITTLE NAILS <p>25. How did you feel when you saw the picture? Why?</p>
Profile	<p>26. Who is most at risk of iron deficiency anemia according to you?</p> <p>MODERATOR TO PROBE FOR</p> <ul style="list-style-type: none"> - BABIES - PREGNANT OR BREASTFEEDING WOMEN - WOMEN WHO MENSTRUATE, PARTICULARLY IF MENSTRUAL PERIODS ARE HEAVY.
Iron fortified product communication	<p>27. Now that you have all this information in mind, if you were responsible of launching a new iron-fortified product for young women, what could it be?</p> <ul style="list-style-type: none"> c. What made you chose that? d. How would you make young women believe in it? What made you say that? <p>MODERATOR TO PROBE FULLY TO ARRIVE TO COMMUNICATIONS THAT WOULD BE THE MOST EFFECTIVE FOR IMPACTING YOUNG WOMEN (e.g. REDUCING ANAEMIA? BENEFITS ON ENERGY /STAMINA? BEAUTY-RELATED BENEFITS? BENEFITS FOR THE FUTURE BABY? OTHERS?)</p> <p>28. Now I will tell you some iron-fortified concepts that I need you to tell me your opinion about.</p>
Reactions & willingness to buy on each of the mentioned products	<p>29. Our client wonders if the following foods could be of interest for young women in Egypt</p> <ul style="list-style-type: none"> o Water fortified with iron o Flavored water fortified with iron o A flavored spoon-able yoghurt fortified with iron o A flavored drinkable yoghurt fortified with iron o A flavored milk fortified with iron o A spreadable cheese fortified with iron o Baladi bread that is fortified with iron o Rice fortified with iron o Broad beans (fuul) fortified with iron <p>a. Let's start with the iron-fortified water.</p> <ul style="list-style-type: none"> - What do you think about fortifying bottle water with iron? - Would you buy and drink such fortified water? Why? <p>QUESTIONS TO BE REPEATED FOR ALL PRODUCTS BELOW</p> <p>b. Let's now think about a flavored water, like a healthy soda, that would also be fortified with iron.</p> <p>c. What about a flavored yoghurt that would be fortified with iron?</p> <p>d. What about a flavored yoghurt fortified with iron that would be drinkable (to eat on the go)?</p> <p>e. What about a flavored milk fortified with iron?</p> <p>f. What about having some white spread cheese fortified with iron?</p> <p>g. What if the bread or the rice or broad beans would be sold fortified with iron? If you had the choice between fortified and non-fortified bread, rice and/or broad beans, which one would you buy and eat? Why?</p>
Ranking	<p>30. Please now vote for the food you would most likely buy and consume if fortified with iron and let's put them in order of appeal and acceptance.</p>
THANK RESPONDENTS FOR ATTENDING	

Supplemental Material 2. Discussion guide for individual interviews, in home visits.

Table S2. Questions to be asked by moderator below are on the right side of the discussion guide. **ALL BOLD AND CAPITAL LETTER COMMENTS** are instructions for the moderator that have to be followed strictly.

Introduction	
Research Purpose	<p>I would like to start by thanking you for agreeing to participate in this study with us.</p> <p>Allow me first to start by introducing myself. I am</p> <p>Our company is called PHI for market research.</p> <p>Are you familiar with Market research? Let me tell you all about it... Market research is a simple tool through which marketers get to know about their consumers, you, your opinion about their different products, advertisements, packaging or services etc. are of great value for them...</p> <p>So as you see, we act like middlemen between consumers and manufacturers. This is the only service we offer. We are not an advertisement agency or a sales agency, we do not market any product and we do not work with a particular company. We deal with any company that wishes to know more about its consumers' opinions.</p> <p>We do not always work on products and services, sometimes we go meet people just to understand their habits, their habits about different things like for example, media habits, transportation habits, or eating habits.</p> <p>Today we are interested to know the Egyptian females eating habits. The real ones. In research there are no right and wrong questions. Because people are different. I can like a cup of tea that you hate, just because I take two spoons of sugar and you drink it with milk and no sugar for example. No one is right nor wrong it's a matter of preference and relevance.</p> <p>So today we are very interested to know from you, your real eating habits. Thinking about it, you can very well say this is a service for you at the end of the day as it ensures that anything new you see in the market or a new advertisement would be something more relevant to you and something you really need or like.</p> <p>Please remember that the only way we can reach this is by being very honest in our opinions. Your opinion is what matters. There is nothing in particular that I'm trying to know other than your opinion and the reality. There are no right or wrong answers; as long as it is your opinion or habit, this is what matters. No matter what you do, or what you wish you would want to do.</p> <p>Before we start I would like to take your permission for a number of things</p>
Reasons for Audio Recording	<p>I would like first to take your permission for audio recording. The main purpose for audio recording is that during the session I would not get a chance to keep note of everything and I would really like to have everything you say recorded as it is very important for me not to lose any</p>

of your valuable opinions. Even if I try to write down everything, I will not manage to do it and the session will not flow as smoothly.

Section 1		Warm Up
Introduction	1.	OK, I would like to get to know you. Could you tell me more about yourself please... your name, your marital status, what you do, and anything else you would like us to know about you. MODERATOR TO GIVE TIME FOR INTRODUCTION
Typical day	2.	Ok, that is really great... now I would like to know you better. Could you tell me how does your day pass by from the time you wake up till the time you go to sleep? MODERATOR NOT TO GIVE A LOT OF TIME FOR THIS QUESTION, IT IS JUST TO MAKE THEM START OPENING SUBJECTS
Section 2		Their eating habits
Understanding meals and snacking habits		<p>Ok, as we mentioned at the beginning, we will be talking about your eating habits, so let's talk more about that</p> <p>3. Before going into the details of what you eat, I am interested to know from you how many meals do you eat per day? What makes you do that?</p> <ul style="list-style-type: none">• Do you have average times for each meal? If yes: What times? What makes you eat at these times?• FOR EACH OCCASION ASK: In this occasion "MENTION OCCASION", where would you usually be? Who would you be with? UNDERSTAND IF THEY CONSUME THIS MEAL INSIDE OR OUTSIDE HOME AND TAKE NOTE OF THAT. ALSO UNDERSTAND IF THEY EAT FOOD FROM HOME OR BUY IT FROM OUTSIDE. <p>4. OK, now I got to know when you eat a meal, and when do you snack and where and with who? Let's talk about each eating occasion for a while</p> <ul style="list-style-type: none">• MENTION EATING OCCASION (MEAL OR SNACKING) tell me more about what you eat in that time, not the things you would love to be eating? MODERATOR TO MAKE SURE THEY ARE SAYING THE TRUTH- COULD REFER TO THE PICTURES IF YOU FELT THEY ARE TRYING TO MAKE AN IDEAL SCENARIO FOR ANY REASON.• REPEAT FOR ALL WHAT THEY EAT DURING THE DAY.• THROUGH OUT THE DISCUSSION UNDERSTAND SOME LIFESTYLE HABITS LIKE WHEN THEY WAKE UP AND WHEN THEY GO TO SLEEP.
Their feeling when they saw what they eat	5.	Great, now I have here all the things you said you consume throughout the day, have a look at it and tell me how do you feel about it? What made you say that? Is there anything you would like to say about it? What made you say that?
Thumbs up	6.	If you were to give yourself thumbs up for things that you said you consume throughout the day, and the habits you do (REFER TO ANY MENTIONS OF SPORTS, SLEEPING AND WAKING UP TIME...ETC) what would that be? What made you say that? UNDERSTAND CLEARLY WHY THEY CHOSE THESE THINGS AND THEIR IMPACT.
Thumbs down if any	7.	Will there be anything that you would like to give yourself thumbs down? IF YES: what would that be? What made you say that?

	UNDERSTAND CLEARLY WHY THEY SAID THAT AND ITS IMPACT
How would people react to their eating habits	<p>8. If someone passed by coincidence and heard what you consume throughout the day without seeing you, and understood your lifestyle, what will they say? UNDERSTAND PERCEPTION ABOUT THE PERCEIVED ATTITUDE, LIFESTYLE, CHARACTER AND BODY IMAGE</p> <p>a. How will they perceive your body weight?</p> <ul style="list-style-type: none"> • Overall health and wellness? • Age? • Social class? <p>b. How do you feel about that?</p>
Things they cannot change even if they know that by the book it is not the best practice	<p>9. There are things that we do, and by the book we might know that they are not the best practice, but what we do is what is really relevant to our lifestyle and situation, so what I mean is that, what is good for me, might not be good for you, and both might not be what the book says, but they are the best for us.</p> <p>a. Based on that, I would like to know what are the things that you do and you cannot change even if you know that by the book it is not the best practice? What made you say that? How difficult it is to change that? How would that make you feel based on your lifestyle?</p>
Things they can change (if any) but did not so far	<p>b. Is there anything you would like to change in your diet and you feel you could change it? IF YES: what is that? What made you want to change that in specific? What makes you not able to change so far? What made you say that?</p>
How they define themselves based on what they eat	<p>10. How would you define your own self when it comes to the food you currently eat? Will that have an effect later on in any way on your health and wellness, or its effect is instant?</p>
Perceptions about eating different types of food in different life stages	<p>11. In general do you think that we should be eating in a different way in different life-stages, i.e. kids should be eating more of or less of something, adults, elders and so on, or this is not true? What made you say that? IF SHE SAID YES: UNDERSTAND WHAT ARE THE THINGS THAT ARE IMPORTANT IN EACH LIFE-STAGE</p> <p>12. ASK HER AS A PROBING TECHNIQUE TO MAKE SURE OF THE PREVIOUS ANSWER: in this life stage that you are in, are there things that you make sure you consume or not consume? What makes you do that? UNDERSTAND WHAT IN THAT THING THAT MAKES HER KEEN TO CONSUME IT, AND REASONS FOR THINGS THAT MAKES HER NOT WANT TO CONSUME IT.</p>
For married females- understand their eating habits of this life stage and its impact as a mother to be	<p>13. IF SHE IS MARRIED ASK: I see you are married and have no children, am I right? Great, tell me more about this life-stage, is there anything you need to do as a preparation for a mother to be? What made you say that?</p> <p>a. Are there things that you care about when it comes to the fact that you are married and one day you will become a mother? UNDERSTAND WHAT ARE THE THINGS SHE IS DOING OR PLANNING TO DO IN THE STAGE WHEN SHE DECIDES SHE IS READY TO BE A MOTHER.</p> <p>b. Is your health related to your child's health in any way? What made you say that? Could you explain to me more your opinion?</p>
Section 3	<p>Health & Eating habits understanding</p> <p>NOTES FOR THE MODERATOR: TAKE ENOUGH TIME IN THIS SECTION AS IT IS OF HIGH IMPORTANCE. TRY TO UNDERSTAND THE IMPACT OF ALL THE GOOD OR NOT SO GOOD HABITS ON THE</p>

BODY (HEALTH AND WELLNESS) AND HOW IT HAS AN IMPACT ON THE PERSON.	
Understanding health signs	<p>OK, now let's talk more on a general level.</p> <p>14. I will start by asking you about health. Imagine we have two women, everyone agrees that one of them is healthier than the other. Tell me what are all the things that make them agree and say that this is a very healthy woman? What else? What made you say that? PROBE FULLY TO ARRIVE AT ALL THE SIGNS THAT REFLECT HEALTH –FROM THE APPEARANCE.</p> <ul style="list-style-type: none"> a. How would the lifestyle of a healthy women be? UNDERSTAND THE HEALTHY LIFESTYLE. b. In your opinion, could she look like this but still not be healthy internally? c. What are the things that she should do to stay healthy? What else? What made you say that?
Unhealthy signs	<p>15. What about the other woman, why are they saying she is not as healthy as the first one, and here I do not want us to repeat the opposite of what we said, but more explain how different she is</p> <ul style="list-style-type: none"> a. How would the lifestyle of a less healthy women be? b. Could she look like this but could actually be healthy from inside? What made you say that? c. What are the habits that would be better for her to stop in order to become healthier?
Meaning of “caring about self”	<p>16. Interestingly I hear another word which is “a woman caring about herself” in your opinion, how different is that from being healthy? If you were to choose something to be said about you behind your back, would it be a healthy woman or a woman caring about herself? What made you say that?</p>
Understanding more their lifestyle & behavior	<p>17. The fact is, women have different eating habits and different behaviors. The question is, what are your behaviors? What are the lifestyle behaviors that can affect your health?</p> <p>UNDERSTAND THEIR LIFESTYLE AND BEHAVIORS</p> <ul style="list-style-type: none"> i. Wake up time ii. Sleeping time iii. The right number of sleeping hours iv. How many meals v. What is the time for each meal? vi. Role of sports in their life <p>FOR ALL THE ABOVE UNDERSTAND OF THIS IS SOMETHING THEY ARE HAPPY WITH OR NOT. AND REASONS.</p>
How do they see themselves?	<p>18. Great I will draw here a woman, consider her the healthier women we have been speaking about, and on the other side the women who is less healthy. I want you to place yourself beside the one you feel is close to you, you can also put it in the middle if you feel you are equally close to both. REPEAT FOR THE WOMEN CARING ABOUT HERSELF AND UNDERSTAND REASONS</p>
Impact of food on being healthy or not	<p>19. I want to know from your opinion, how would food contribute to a person being healthy or not. Let's imagine that we have a thermometer that will measure the importance of food in a person's health, you have mentioned many other things like playing sports or sleeping well, but I want to know the role of food in being healthy. Where would you place food here on this line that represents a thermometer, the higher you go, the more important it is, the lower you go the less important it is. SEE WHERE SHE PLACES IT AND ASK: What made you put it in that place? EXPLAIN WHERE WAS IT PUT FOR RECORDING</p>

Reasons for dieting	20. I am interested to know from you, have you ever made a diet before?
Challenges when dieting	IF YES ASK:
End result	a. What made you want to diet? What else? Was there a certain diet that you were following? What were your feelings before you decided to diet? PROBE FULLY TO UNDERSTAND THE EMOTIONAL EXPERIENCE BEFORE DECIDING TO DIET b. What were your main challenges during that time? UNDERSTAND ROLE OF HAVING DIFFERENT MEALS THAN THE FAMILY, IMPACT ON BUDGET, FEELINGS WHILE ON DIET, THE OVERALL MOOD...ETC c. Did you reach your goal? How did that make you feel? IF NOT: what could have happened to make you reach your goal?
Section 4	Meaning of “good food” & “eating well”
Understanding “Good food”	21. I want you to tell me more about good food. Give me examples of good food. UNDERSTAND ALL THE ATTRIBUTES THAT MAKES GOOD FOOD, GOOD
“Eating well”	22. What does “eating well” mean to you? MODERATOR TO UNDERSTAND ALL ATTRIBUTES THAT MAKE THEM THINK OF ANY KIND OF FOOD AS GOOD FOOD/ EATING WELL
“Healthy food”	23. What about healthy food, tell me when would you consider any type of healthy food? MODERATOR TO UNDERSTAND ALL ATTRIBUTES THAT MAKE THEM THINK OF ANY KIND OF FOOD AS HEALTHY FOOD. Ok, now give me examples of healthy food.
Profile of woman able to eat good and healthy food and reasons behind doing so	24. Imagine that we had two women, one eats healthy and good food and the other doesn't eat so good nor so healthy food.
Profile of woman NOT able to eat good and healthy food and reasons behind NOT doing so	a. Tell me in your opinion, who would be the women who eats good and healthy food? ASK FOR AGE, LIFESTYLE, MARITAL STATUS, AGE, LIFESTAGE, SOCIAL CLASS. What makes her able/willing to eat good and healthy food? What else? What made you say that? b. And who would be the woman who eats less of good and healthy food? ASK FOR AGE, LIFESTYLE, MARITAL STATUS, AGE, LIFE STAGE, SOCIAL CLASS. What makes her not able to eat good and healthy food? What else? What made you say that?
Section 5	Understanding more about how they see their appearance & bodies
Choosing their body figure and talking about how they feel about it	Let's talk about you for a while. 25. If you had a chance to change anything about your body... will there be anything that you would like to change or not? IF YES: what will that thing be? What made you say that? How does it make you feel today as we speak? How would you feel if it changed?
Understanding role of food	26. Currently if you were to describe how you feel about your body, what would you say? Was food a reason for the shape of your body in any way? What made you say that? Could it be a reason for a better body shape? What made you say that? 27. What about the other things like your hair for example? <ul style="list-style-type: none"> • How would you describe it? • How satisfied or dissatisfied are you with it? • What are the challenges you face? • Are there certain types of food that could help with this problem/ challenges? REPEAT FOR SKIN, NAILS AND OTHER ATTRIBUTES CITED
Section 6	Understanding the perceptions about different types of foods

Grouping the items	<p>28. Ok great, I have with me some food types that I would love to put here on the table MODERATOR TO PLACE CUE CARDS WITH ONE FOOD TYPE WRITTEN ON EACH ON THE TABLE IN-FRONT OF THE PARTICIPANT.</p>
	<p>ITEMS TO BE LISTEN ON CUE CARDS</p> <ul style="list-style-type: none"> • Eggs • Chicken • Red meat (e.g. : Kofta) • Liver • Bolty fish • Fruit • Vegetables • Dark green leafy vegetables such as Molokhia • Fuul (broad beans) • Yoghurt • Milk • Baladi bread • Tahini (sesame paste) • Hard cheese • White cheese (e.g. feta)
<p>Name for each group</p> <p>Benefits and drawbacks for each group</p>	<p>29. I want you to look at these different types of food and divide them into groups, where each group would have any common factor in your mind that is common between the items in this group. You can group them based on emotional feelings towards these types of food or things that are functional like their benefit for example things we feel from the head, vs things we feel from the heart, you are the boss. Do whatever you want, just make sure that the ones together are together for a reason that is common between them. A group can have as many items as you want or even one item, if you see it so different, and you can make as many groups as you want. MODERATOR TO ENSURE CLARITY OF EXERCISE. LEAVE ENOUGH TIME TO PARTICIPANT FOR GROUPING FOODS– READ OUT LOUD THE GROUPS FOR RECORDING AND THEN ASK:</p> <p>a. I am interested to give a name for each group that you have READ OUT THE GROUPED ITEMS AND ASK:</p> <ol style="list-style-type: none"> What would you name this group? What in the group made you give them this name? What would be all the benefits for this group? What about its drawbacks? <p>b. REPEAT FOR OTHER GROUPS</p>
<p>Group ranking in terms of frequency of consumption</p>	<p>30. If I asked you to rank these items in order of how close they are to you in your eating habits, how will you rank them, where the first one would be the one you consume the most, and the last would be the one that you consume the least. UNDERSTAND REASONS FOR RANKING – DO THEY CONSUME IT AS IT IS THE CHEAPEST, THE MOST LOVED, THE MOST AVAILABLE OR EASIEST TO PREPARE FOR EXAMPLE</p>

<p>Understanding each item</p> <p>(Reasons for consumption, good and bad things in each item, benefit of eating it, ease of preparation)</p>	<p>31. Ok, great, let's talk about each item now separately but very quickly</p> <ol style="list-style-type: none"> Do you eat it? IF THEY DO NOT CONSUME IT UNDERSTAND REASONS FOR THAT AND STILL ASK THE UNDERLINED QUESTIONS BELOW When do you eat it? How many times per day /week/ month? How do you eat it? With who? What are the good things about this item? UNDERSTAND THEIR IMPACT ON HEALTH What are the bad things? Do you think this food could benefit or harm the body in any way? FOR TYPES OF FOOD THAT NEEDS PREPARATION ASK: On a scale from 1 to 10 how easy or difficult it is to prepare this item?
<p>How will they convince someone with this diet</p>	<p>32. If you were responsible for promoting this diet to women like you, how would you recommend it for them, what will be the things that you will tell them to really make them convinced or willing to think about following this diet?</p>
<p>Message related to beauty benefit vs message related to health benefit</p>	<p>33. Some people I sat with told me they would think of talking about the beauty benefits of each item, like it will make your hair grow faster, or your skin glow, or have the right shape and so on, and others thought of communicating it with health benefits like for example saying that it will make you stronger, no anemia...etc.</p> <ol style="list-style-type: none"> In your opinion, which way of communication would be better and would grab more females like you? Out of 20 women your age how many will get attracted to the message communicating the external effect (Beauty benefit) and how many will be attracted to the message communicating the internal effect (health benefit)? What made you say that?

THANK RESPONDENTS FOR THEIR TIME

What is your age? Height? Weight?