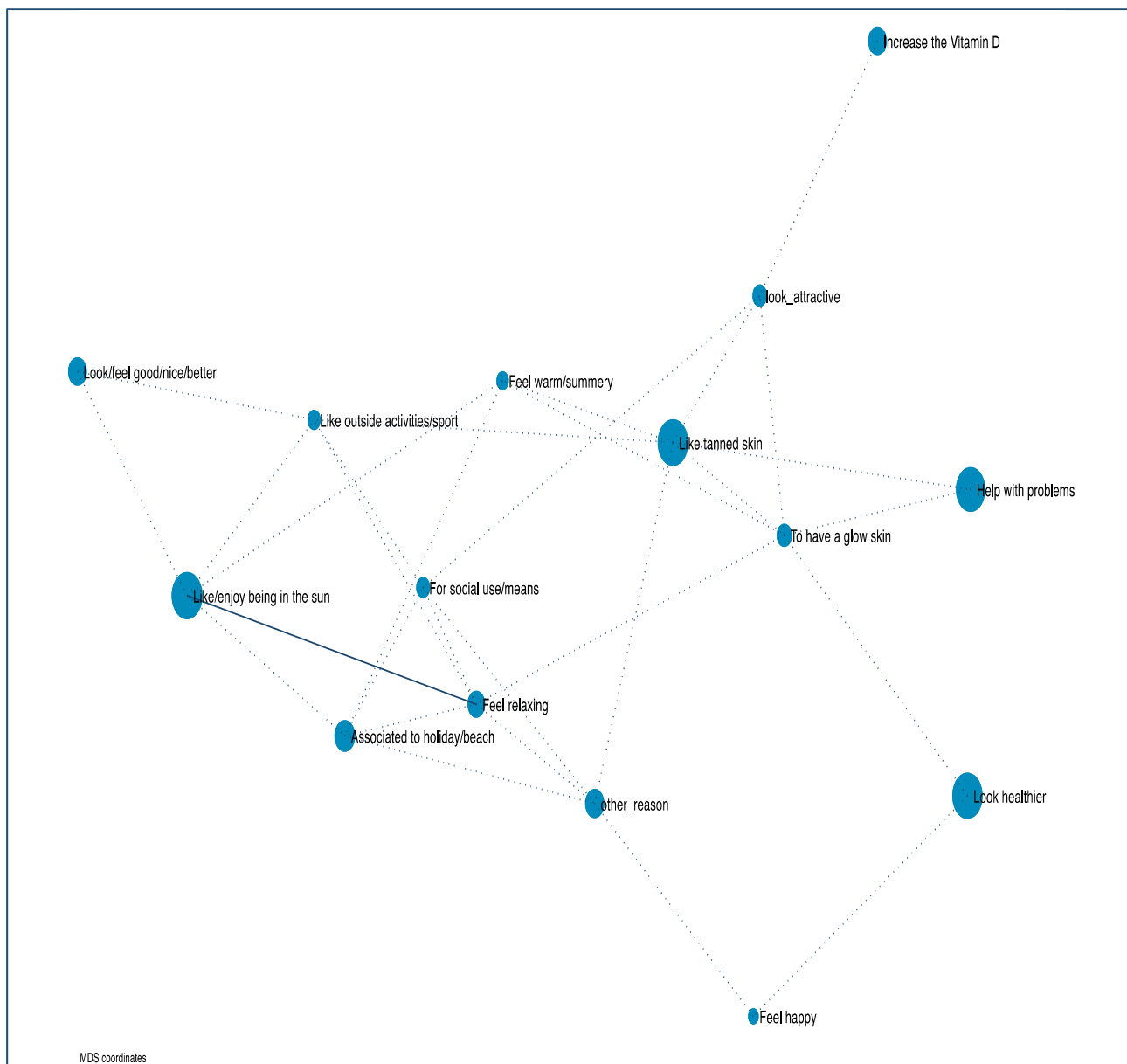
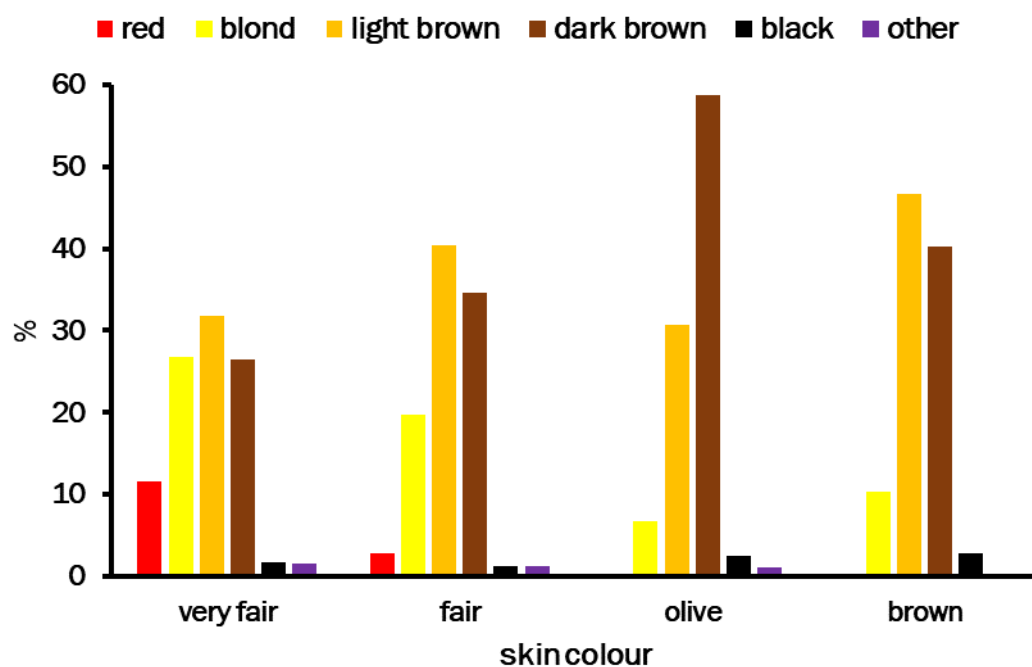


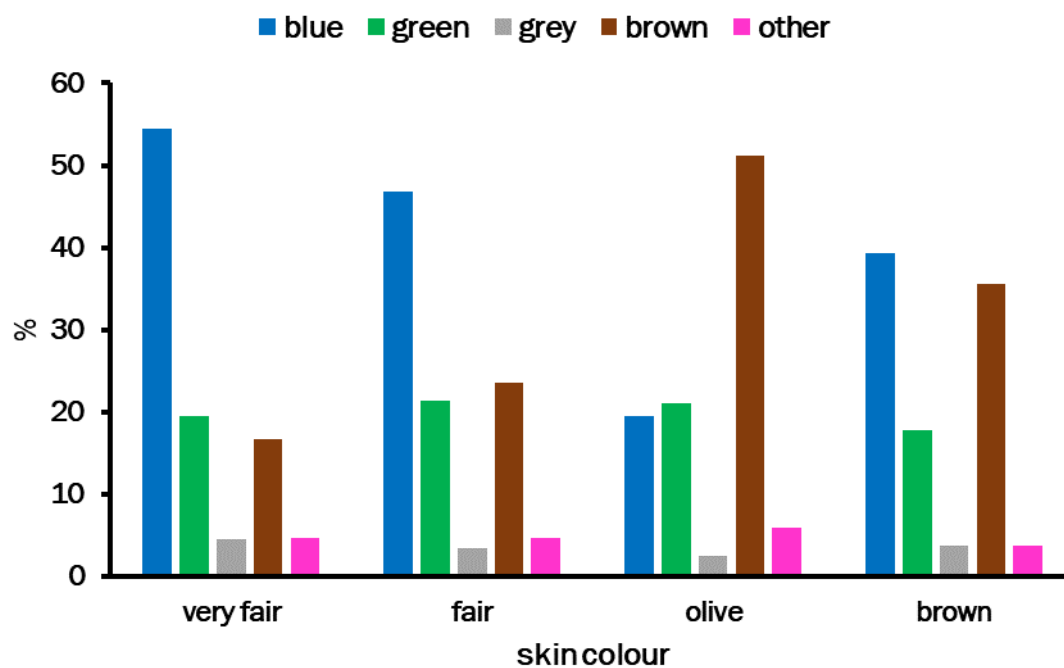
**Supplementary Figure S1.** Connections between text answer categories of reasons for liking to tan reported by ALSPAC young people (YP) in the Tanning and Sun Exposure section of the Life@25+ questionnaire. Statistically significant coincidences are represented by dotted lines ( $p < 0.05$ ) or a continuous line ( $p < 0.001$ ).



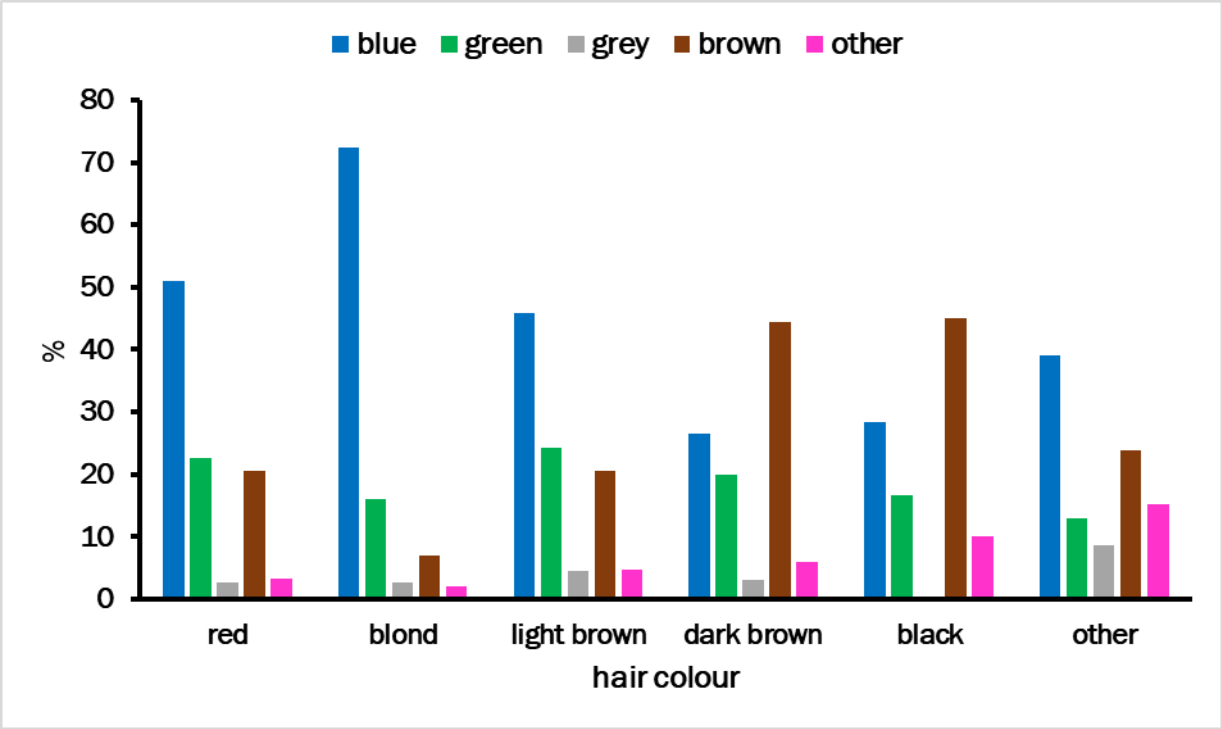
**Supplementary Figure S2.** Skin and hair colour distribution among ALSPAC young people (YP) who completed the Tanning and Sun Exposure section of the Life@25+ questionnaire.



**Supplementary Figure S3.** Skin and eye colour distribution among ALSPAC young people (YP) who completed the Tanning and Sun Exposure section of the Life@25+ questionnaire.



**Supplementary Figure S4.** Hair and eye colour distribution among ALSPAC young people (YP) who completed the Tanning and Sun Exposure section of the Life@25+ questionnaire.



**Supplementary Figure S5.** Hierarchical clustering visualization of sun protection strategies reported as text answers by ALSPAC young people (YP) in the Tanning and Sun Exposure section of the Life@25+ questionnaire.

