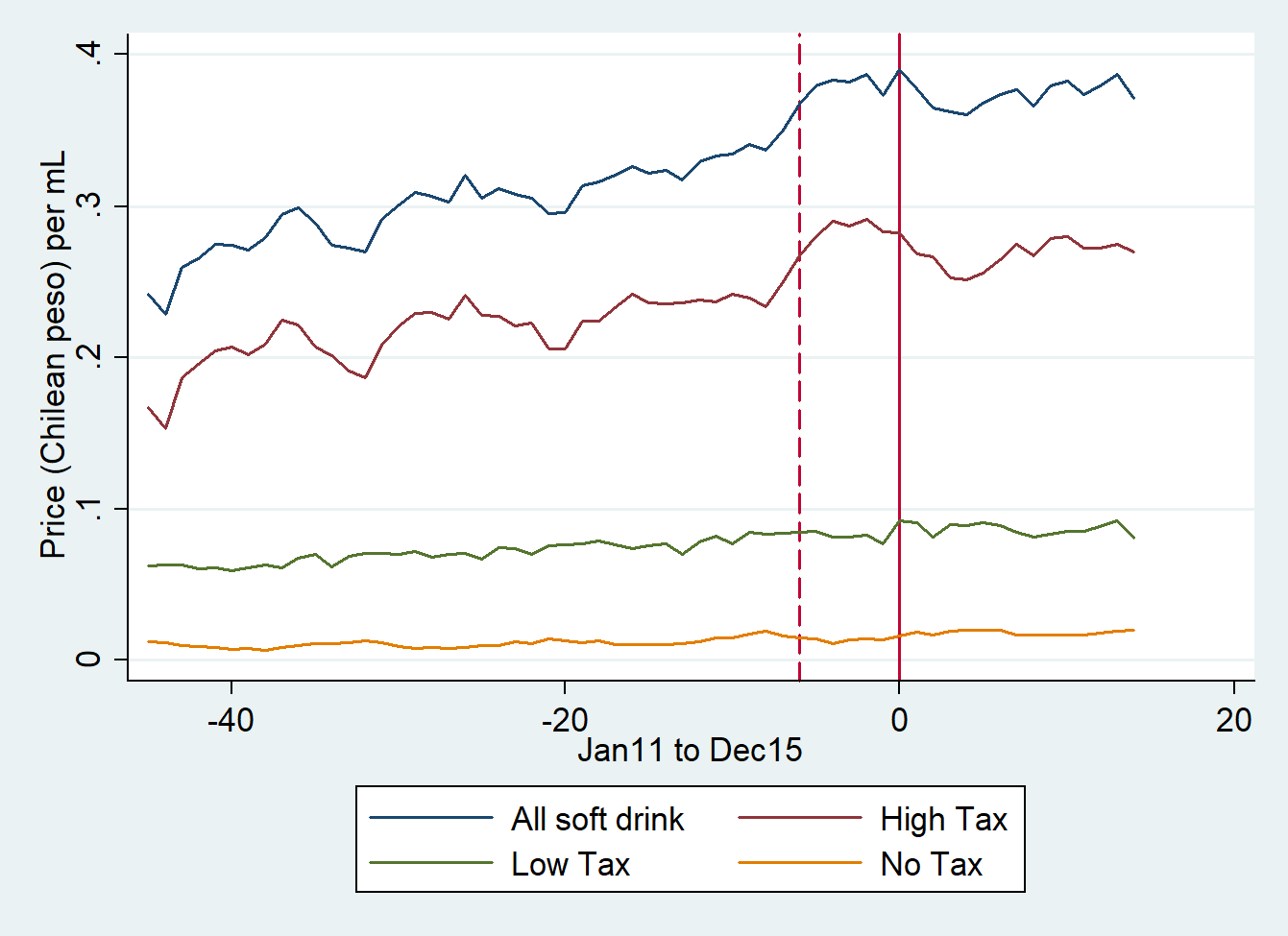
**S3 Fig**

**Paid price of soft drinks over time**

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Note: The dashed and solid red line show the announcement and the implementation of the tax policy, respectively.