**Table S1.** Optimum analytical conditions maintained on AAS for the analysis of selected metals using air-acetylene flame (Perkin Elmer S#80156060702)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Metals | Wavelength (nm) | HC lamp current (mA) | Slit width (nm) | Fuel-gas flow rate (L/min) | Detection limit (µg/L) |
| Cd | 228.8 | 4.0 | 1.8 | 0.3 | 4 |
| Co | 240.7 | 6.0 | 0.2 | 2.2 | 4 |
| Cr | 357.9 | 5.0 | 0.5 | 2.6 | 6 |
| Cu | 324.8 | 3.0 | 0.5 | 1.8 | 4 |
| Fe | 248.3 | 8.0 | 0.2 | 2.0 | 6 |
| Pb | 217.0 | 7.0 | 0.3 | 1.8 | 10 |
| Zn | 213.9 | 4.0 | 0.5 | 2.0 | 2 |

**Table S2** Demographic data of informants (DDI), *n* = 100

|  |  |  |  |
| --- | --- | --- | --- |
| **S. #** | **Variable** | **Categories** | **No. of informants** |
| 1 | **Gender** | Female | 46 |
| Male | 54 |
| 2 | **Age** | ≤ 20 years | 1 |
| 20–30 years | 49 |
| 30–40 years | 13 |
| 40–50 years | 18 |
| 50–60 years | 19 |
| 3 | **Educational background** | Illiterate | 0 |
| 12 years | 1 |
| 14 years | 13 |
| ≥ 16 years | 86 |
| 4 | **Occupation** | House wife | 12 |
| Job person | 88 |

**Table S2** Processed fruit based products preference and consumption

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Locality | Sample size | | Preference  (%) | | Types of products used  (%) | | | | | | | Brand used  (%) | | Average daily intake (g) | | | | | | | Packaging preference  (%) | | | | |
| Male | Female | FF | PF | J | P | M | CF | K | Ju | Tp | Nat. | Int. | J | P | M | CF | K | Ju | Tp | T | Pl. | G | Pu | Tp |
| Abbottabad | 34 | 24 | 68.9 | 31.0 | 68.9 | 55.1 | 13.7 | 34.4 | 60.3 | 91.3 | 10.3 | 87.9 | 12.0 | 1.02 | 4.11 | 0.001 | 0.0007 | 0.003 | 1.89 | 0.12 | 34.4 | 11.1 | 68.9 | 10.3 | 22.4 |
| Mansehra | 10 | 8 | 66.6 | 33.3 | 77.7 | 66.6 | 22.2 | 44.4 | 55.5 | 94.4 | 16.6 | 100 | 0.00 | 1.20 | 2.11 | 0.3 | 0.056 | 0.054 | 0.98 | 0.02 | 27.7 | 4.16 | 50 | 0 | 22.2 |
| Haripur | 10 | 14 | 83.3 | 16.6 | 83.3 | 75 | 20.8 | 62.5 | 50.0 | 95.8 | 83.3 | 91.6 | 8.33 | 3.77 | 4.20 | 0.0009 | 0.057 | .0043 | 3.33 | 0.01 | 37.5 | 8.33 | 50 | 20.8 | 16.6 |

FF. Fresh fruit, PF. Processed Fruit, J. jam, P. pickle, M. marmalade, CF. canned fruit, K. ketchup, S. sauce, Ju. Juice, Tp. Tomato paste, Nat. national, Int. international, T. tin, Pl. plastic, G. glass, Pu. Pouch, Tp. Tetra pack