

Supplementary Table 1: Skeleton of Categorization Matrices Used in Qualitative Content Analysis Process

	Not necessary for metal detox	Not necessary for synthetic chemical detox	Potentially helpful for reducing very high levels of toxins in certain circumstances (electrical workers – PCBs and HCBs, collapse of the World Trade Centre, firefighters in a transformer fire – PCBs), but future research needed	Potential for certain nutritional components (coriander, malic acid, citric acid, succinic acid, citrus pectin, chlorella, nori, selenium) to have detoxification properties, but future research is needed	Peer-reviewed evidence cited in blog post?
Key Finding 1: Detox diets are not necessary to enhance weight					
Inconsistent (with the review), Consistent (with the review) or Not Mentioned (in the blog)					
	Limited research available to determine effectiveness	Increased stress	Overly restrictive	Produces side effects	Not sustainable
Key Finding 2: Detox diets are not effective for weight management					
Inconsistent (with the review), Consistent (with the review) or Not Mentioned (in the blog)					

	Severe energy restriction	Nutritional inadequacy	Supplement, laxative, diuretic, water overdosing	Lack of detox diet industry regulation	Inconsistent components/ definitions of detox diets
Key Finding 3: Detox diets do pose some potential dangers					
Inconsistent (with the review), Consistent (with the review) or Not Mentioned (in the blog)					

Information included in the skeleton of the categorization matrices was outlined in the most recent critical review article of detox diets:

Klein AV, Kiat H. Detox diets for toxin elimination and weight management: a critical review of the evidence. *J Hum Nutr Diet.* 2015;28:675–86. doi:10.1111/jhn.12286.