Reviewer's report

**Title:** Nutritional Supplement Products: Does the label information influence purchasing decisions for the physically active.

**Version:** 2 **Date:** 10 September 2013

**Reviewer:** Andrea Petroczi

**Reviewer's report:**

Most of the key issues have been adequately addressed, which has resulted in an improved manuscript.

I maintain the position that exploring gender or sport-level differences would be informative. Although there would be no loss in statistical power (as the paper does not utilise any inferential statistical method), I appreciate that the small sample size does not easily accommodate this breakdown. I hope that future research will explore this angle further - perhaps the authors can make this suggestion under Limitations in the current manuscript.

**Quality of written English:** Acceptable

**Statistical review:** Yes, and I have assessed the statistics in my report.

**Declaration of competing interests:**

I declare that I have no competing interests.