

Supplementary material

Table S1. Questionnaire items used in the cluster analysis for phytotherapeutic purposes

Q14. Choose the health issues you have used products obtained from medicinal and aromatic plants for and evaluate the effectiveness of the products used (note 1-5, where 1 means not at all effective, and 5 means very effective). 1. Digestive problems; 2. ENT problems; 4. Dermatological problems; 5. Gynaecological problems; 7. Circulatory problems; 8. Cardiac problems; 9. Joint problems; 12. Stress, anxiety, sleep disorders; 13. Depression; 14. Immunity problems; 15. Body detox; 16. Infections.
Q22. What made you resort to medicinal and aromatic plant products for your health (multiple choice)? 3. Preference for natural therapies, traditional and complementary medicine
Q23. When purchasing medicinal and aromatic plant products for therapeutic purposes, how important are the following aspects (note 1 to 5, where 1 means not at all important and 5 means very important)? 1. Product quality; 2. Product composition; 4. Product eco-certification; 5. Romanian product; 6. Brand; 7. Origin of raw materials (spontaneous flora or crop); 8. Label information; 9. Product traceability information; 10. Use of ecological raw materials; 11. Use of recyclable packaging; 12. Advantageous product price; 13. Advantages offered (promotions, discounts).
Q25. How much confidence do you place in the following sources when choosing or deciding to use medicinal and aromatic remedies (note 1 to 5, where 1 means total distrust and 5 means total trust). 1. Specialist doctor (including competence in ayurveda, apitherapy, phytotherapy, aromatherapy, gemotherapy); 2. Pharmacist/pharmacy assistant; 3. Nature shop assistant; 4. Producer

Table S2. Questionnaire items used in the cluster analysis for cosmetic and personal care purposes

Q30. Do you consider that cosmetic and personal care products with medicinal and aromatic plant ingredients are safer and more effective than synthetic ones?
Q34. What made you resort to cosmetic and personal care products with medicinal and aromatic plant ingredients (multiple answer)? 2. Preference for natural products
Q36. Are you willing to pay more for cosmetic and personal care products with ingredients from medicinal and aromatic plants, from 100% natural ingredients?
Q37. When you buy cosmetic and personal care products with ingredients from medicinal and aromatic plants, how important are the following aspects (note 1-5, where 1 means not at all important and 5 means very important)? 1. Product quality; 2. Ingredients used; 3. Scientifically proven benefits; 4. Absence of synthetic ingredients; 5. Product appearance; 6. Product smell; 7. Ecologically certified product; 8. Romanian product; 10. Origin of the raw materials (spontaneous flora or crops); 11. Label information; 12. Product traceability information; 13. Use of ecological raw materials; 14. Use of recyclable packaging.
Q38. What / who do you turn to when you want to find out about choosing or using cosmetic and personal care products with herbal and aromatic ingredients (multiple choice)? 6. Specialized books
Q39. How much confidence do you place in the following sources when choosing or deciding to use cosmetics and personal care products with medicinal and aromatic herbal ingredients (note 1 to 5, where 1 means total distrust and 5 means total confidence). 1. Specialist doctor; 2. Pharmacist/pharmacy assistant; 3. Beautician; 4. Specialized store assistant; 5. Producer; 6. Specialized books.
Q46. How do you assess your preoccupation with environmental protection?
Q47. How do you assess your preoccupation for the protection of endangered medicinal and aromatic plants?