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Why a 'light' product package should not be light blue: Effects of package colour on perceived healthiness and attractiveness of sugar- and fat- reduced products

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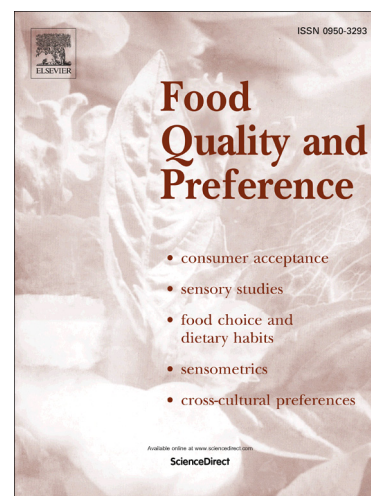
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