**Supplemental Results**

As reported in the main text, conception risk had no effect on the prevalence of any other shirt color (see Supplemental Figure). Across the two samples, $\chi^2 (1, N=124)=0.37, p=.54$ (Odds ratio=0.75), for black; $\chi^2 (1, N=124)=0.58, p=.45$ (Odds ratio=0.72), for blue; $\chi^2 (1, N=124)=0.04, p=.84$ (Odds ratio=0.89), for gray; $\chi^2 (1, N=124)=0.97, p=.33$ (Odds ratio=0.33), for green; $\chi^2 (1, N=124)=2.37, p=.124$ (Odds ratio=0.42), in the opposite direction for white; and $\chi^2 (1, N=124)=0.37, p=.55$ (Odds ratio=1.39), for “other”. In Sample A, $\chi^2 (1, N=100)=0.12, p=.73$ (Odds ratio=0.84), for black; $\chi^2 (1, N=100)=0.68, p=.41$ (Odds ratio=0.68), for blue; $\chi^2 (1, N=100)=0.29, p=.59$ (Odds ratio=1.40), for gray; $\chi^2 (1, N=100)=3.22, p=.073$ (Odds ratio=N/A), in the opposite direction for green; $\chi^2 (1, N=100)=1.06, p=.30$ (Odds ratio=0.51), in the opposite direction for white; and $\chi^2 (1, N=100)=0.04, p=.85$ (Odds ratio=1.12), for “other”. In Sample B, $\chi^2 (1, N=24)=0.55, p=.46$ (Odds ratio=0.41), for black; $\chi^2 (1, N=24)=0.007, p=.93$ (Odds ratio=0.92), for blue; $\chi^2 (1, N=24)=2.45, p=.12$ (Odds ratio=N/A), in the opposite direction for gray; $\chi^2 (1, N=24)=1.46, p=.23$ (Odds ratio=N/A), for green; $\chi^2 (1, N=24)=1.22, p=.27$ (Odds ratio=0.28), in the opposite direction for white; $\chi^2 (1, N=24)=1.46, p=.23$ (Odds ratio=N/A), for “other”. It is not surprising that several colors (white, green, and gray) were marginally (or almost marginally) more likely to be worn by women at low-conception risk than by those at

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1 Odds ratio could not be calculated because one of the comparison groups had a frequency of zero.
high-conception risk, given that the tendency for high-risk women to wear red would necessarily make them less likely to wear other colors during this period.
Supplemental Figure. Women at high-fertility risk were more likely to wear red-or pink colored shirts compared to women at low risk; conception risk had no effect on the prevalence of any other shirt color. Across samples, of women at high-conception risk, 28% wore red-or pink colored shirts, 16% wore black colored shirts, 20% wore blue colored shirts, 12% wore gray colored shirts, 2% wore green colored shirts, 8% wore white colored shirts, and 15% wore “other” colored shirts. Of women at low-conception risk, 8% wore red-or pink colored shirts, 21% wore black colored shirts, 25% wore blue colored shirts, 13% wore gray colored shirts, 5% wore green colored shirts, 18% wore white colored shirts, 11% wore “other” colored shirts.