

Publisher Correction: Science that can change the world

Correction to: *Nature Human Behaviour* <https://doi.org/10.1038/s41562-019-0642-2>, published online 12 June 2019.

In the version of this article initially published, the editorial incorrectly stated that there was a 35% increase in healthy purchases rather than health profile. The 35% improvement comprises a 31% reduction in junk food purchases and a 160% increase in healthy purchases (the increase in healthy purchases was large, in percentage terms, because the pre-intervention rate of healthy purchases was very small). The error has been corrected in all versions of the article.

Published online: 26 July 2019

<https://doi.org/10.1038/s41562-019-0703-6>