Figure. S1 – Individual percent correct performance on prime awareness measures for Experiment 1. Here we present the individual percent correct performance scores obtained for the prime awareness tasks, for Experiment 1a and 1b. In Experiment 1a, we followed the procedures of Almeida et al. (2008). We selected 3 contrast levels that were included in both the experiment proper and the prime awareness task. Percent correct performance on the prime awareness task was used to select the particular contrast level for the main analysis of the experiment proper, for each participant individually. The selection of the participants to be used in the main analysis followed the following criteria: Participants that reported seeing any prime during the experiment proper or prime awareness task were immediately discarded without further analysis; the analysis of the percent correct performance for the remaining participants started at the highest contrast level. If participants' performance was not above chance (i.e., for this experiment, if percent correct performance was between 65% and 35%, as tested with a *z-test* for one proportion) then this particular contrast level would be selected for the main analysis. If this condition was not met, the same analysis would be performed on the second highest contrast level. If this condition was not met for any of the contrast levels, the participant's overall data would be discarded; we also checked that there were no significant differences in performance between trials where animal and tool primes were presented (analyzed using a *z-test* for two proportions). The selection of the critical contrast level was dependent on the fulfillment of these conditions. In Experiment 1b, we used only one contrast per participant, which corresponded to the highest contrast used in Experiment 1a. The same criteria for participant inclusion were used as in Experiment 1a. The dotted lines correspond to the upper and lower boundaries for chance, and the full

geometrical figures correspond to the contrast level selected for each participant in **a**, Experiment 1a prime awareness measures for the naming session, **b**, Experiment 1a prime awareness measures for the categorization session, and **c**, Experiment 1b prime awareness measures.

Figure. S2 – Individual percent correct performance on prime awareness measures for Experiment 2. Here we present the individual percent correct performance scores obtained for the prime awareness tasks, for Experiments 2a (CFS) and 2b (BM). In Experiment 2a, we followed the procedures of Experiment 1b. Here, however, the contrast per participant was selected based on the participant's performance on a discrimination procedure where s/he was asked to discriminate between two fruit pictures (bananas and strawberries) that were CFS suppressed. This procedure preceded the experiment proper and was introduced to the participants as being a separate and unrelated experiment. Participants would then go through the experiment proper and the prime awareness over the same contrast. The same participant inclusion criteria were used. Since we had two different conditions within each category (Identity and Categorically congruent), we also used as criteria that no significant difference was present between the four conditions (analyzed using a *z-test* for two proportions). For Experiment 2b, we used the same criteria as in Experiment 2a to decide which participants should be included in the main analysis. The dotted lines correspond to the upper and lower boundaries for chance: **a**, Experiment 2a, and **b**, Experiment 2b.