	Relative signal						
	Cu	As	Cd	Sb	Hg	Pb	Bi
No modifier	1.00	1.00	1.00	1.00	1.00	1.00	1.00
1.0% m/v EDTA	1.49± 0.11	0.94±0.04	$1.05\pm0.12$	$0.34 \pm 0.02$	$0.94 \pm 0.11$	2.04±0.14	$1.00 \pm 0.09$
1.0% m/v TAC	$0.92 \pm 0.06$	$0.98 \pm 0.07$	$1.19 \pm 0.08$	$1.19 \pm 0.08$	$1.81 \pm 0.16$	1.14±0.09	$1.19 \pm 0.09$
1.0%m/v Ascorbic acid	$0.77 \pm 0.09$	0.66±0.15	1.29±0.14	1.11±0.16	0.15±0.05	0.69±0.02	$0.71 \pm 0.08$
1.0% m/v citric acid	$0.86 \pm 0.09$	$0.55 \pm 0.11$	$0.99 \pm 0.09$	$1.10 \pm 0.09$	0.48±0.12	0.81±0.01	$0.69 \pm 0.07$

**Table S1** Effect of various modifiers on ion signals.<sup>a</sup> (n = 5)

 $^{a}$  Values are means of five measurements  $\pm$  standard deviation. All data were relative to no modifier. Slurry solution contained 1% m/v

sunscreen, 1.0  $\mu$ g L<sup>-1</sup> of Cu, As and Cd, 0.5  $\mu$ g L<sup>-1</sup> of Hg and Bi, and spiked with various modifiers.



**Fig. S1** Effect of pyrolysis temperature on ion signals. Slurry solution contained 1% m/v sunscreen, 0.5% m/v TAC, 0.2% v/v HNO<sub>3</sub>, 0.1% m/v Triton X-100 and spiked with 1.0  $\mu$ g L<sup>-1</sup> each of Cu, As, Cd and 0.5  $\mu$ g L<sup>-1</sup> each of Hg and Bi. Vaporization temperature was set at 1500°C. Each data point represents the mean of five measurements. All data were relative to the first point.



**Fig. S2** ETV-ICP-MS ion signals at m/z 63 and m/z 65. Slurry solution contained 1% m/v Sunscreen 3, 0.5% m/v TAC, 0.2% v/v HNO<sub>3</sub>, 0.1% m/v Triton X-100. Pyrolysis temperature was set at 150°C; Vaporization temperature and condition temperature was set at 1500°C and 2700°C, respectively. USS-ETV-ICP-MS operating conditions are listed in Tables 1 and 2.