

Business Snapshots - Dollar Sales Adult Nutritionals

Total US MULO	LW		L4		L12		YTD		L52	
	Current	% Chg YA	Current	% Chg YA	Current	% Chg YA	Current	% Chg YA	Current	% Chg YA
ADULT MULTIVITAMINS	\$20,972,694	5.0%	\$88,518,337	8.1%	\$269,148,492	5.1%	\$517,723,296	5.0%	\$1,162,573,280	4.1%
ONE A DAY-ADULT MULTIVITAMINS	\$5,022,001	6.3%	\$14,111,114	5.1%	\$41,111,114	4.7%	\$77,111,114	4.7%	\$160,019,439	5.8%
ONE A DAY BASE MENS & WOMENS	\$4,225,356	6.9%	\$16,453,639	4.2%	\$50,947,129	3.1%	\$98,169,007	4.0%	\$221,193,434	6.5%
ONE A DAY-ADULT MULTIVITAMINS-WOMENS	\$2,551,852	6.3%	\$9,861,249	3.9%	\$30,485,526	2.3%	\$58,645,570	3.4%	\$132,821,486	6.5%
ONE A DAY-ADULT MULTIVITAMINS-MENS	\$1,673,504	6.9%	\$6,592,390	4.6%	\$20,461,604	4.3%	\$39,523,437	5.0%	\$88,371,947	6.7%
ONE A DAY 50+ ADVANTAGE	\$787,728	9.6%	\$2,751,428	-4.9%	\$8,309,456	-5.8%	\$16,007,289	-3.2%	\$37,264,775	1.1%
ONE A DAY 50+ ADVANTAGE-WOMENS	\$377,663	6.6%	\$1,287,320	-9.6%	\$3,961,401	-8.3%	\$7,738,658	-4.8%	\$18,133,796	1.0%
ONE A DAY 50+ ADVANTAGE-MENS	\$410,065	12.5%	\$1,464,108	-0.3%	\$4,348,055	-3.4%	\$8,268,631	1.6%	\$19,130,979	1.1%
ONE A DAY PROACTIVE 65+ -GENERAL	\$100,102	350.0%	\$339,912	293.2%	\$1,026,171	684.4%	\$1,771,717	1254.4%	\$3,778,650	2788.5%
ONE A DAY TOTAL VITACRAVES	\$1,816,019	8.5%	\$7,499,445	11.0%	\$24,303,079	11.5%	\$47,677,127	10.5%	\$104,563,317	12.8%
ONE A DAY VITACRAVES-CHEWYBITES	\$12,527	65.2%	\$73,603	17.0%	\$238,171	35.3%	\$562,332	48.2%	\$1,633,515	5.0%
ONE A DAY VITACRAVES-ENERGY	\$25,054	10.0%	\$107,604	10.0%	\$339,780	10.0%	\$639,735	10.0%	\$1,588,600	10.0%
ONE A DAY VITACRAVES-FIBER	\$0	100.0%	\$0	93.9%	\$48	97.1%	\$61	98.3%	\$77	99.3%
ONE A DAY VITACRAVES-IMMUNITY SUPPORT	\$72,312	-17.0%	\$281,944	-18.9%	\$966,623	-22.5%	\$2,087,643	-28.0%	\$4,873,808	-27.4%
ONE A DAY VITACRAVES-MENS	\$540,734	18.6%	\$2,256,189	23.5%	\$7,147,889	29.4%	\$13,995,995	26.2%	\$29,756,832	25.9%
ONE A DAY VITACRAVES-OMEGA	\$62,073	-43.4%	\$255,481	-40.9%	\$920,947	-30.5%	\$1,801,059	-25.5%	\$4,524,080	-15.8%
ONE A DAY VITACRAVES-TEEN FOR HER	\$148,585	20.1%	\$619,089	28.7%	\$2,022,114	48.6%	\$3,876,963	29.8%	\$8,256,301	27.1%
ONE A DAY VITACRAVES-TEEN FOR HIM	\$108,371	15.6%	\$465,682	23.1%	\$1,544,753	22.6%	\$2,975,836	24.9%	\$6,316,418	31.9%
ONE A DAY VITACRAVES-WOMENS	\$650,361	10.8%	\$2,638,262	12.6%	\$8,424,008	9.7%	\$16,705,225	12.0%	\$37,137,874	18.7%
ONE A DAY VITACRAVES-GENERAL	\$142,372	-2.7%	\$578,435	-6.9%	\$1,891,801	-14.5%	\$3,684,658	-16.7%	\$8,472,347	-16.6%
ONE A DAY VITACRAVES-METABOLISM	\$53,339	0.0%	\$213,140	0.0%	\$716,933	0.0%	\$1,347,010	0.0%	\$2,002,583	0.0%
ONE A DAY VITACRAVES-SOUP	\$72,312	10.0%	\$281,944	10.0%	\$966,623	10.0%	\$1,801,059	10.0%	\$3,778,650	10.0%
ONE A DAY PRENATAL-ADULT MULTIVITAMINS	\$754,402	10.3%	\$4,273,456	10.4%	\$9,085,672	12.7%	\$16,726,486	11.5%	\$37,449,538	14.2%
ONE A DAY OTHER	\$961,014	6.8%	\$3,824,524	-6.6%	\$11,842,942	-6.8%	\$22,949,789	-6.8%	\$52,844,234	-6.8%
ONE A DAY ENERGY	\$64,355	3.6%	\$259,467	-0.9%	\$777,415	1.3%	\$1,424,401	1.0%	\$3,333,638	-1.8%
ONE A DAY WOMENS PRO EDGE	\$2,324	-74.0%	\$10,834	-69.7%	\$49,013	-73.2%	\$114,852	-77.2%	\$340,007	-78.1%
ONE A DAY MENS PRO EDGE	\$128,244	0.2%	\$512,824	-2.0%	\$1,604,501	-1.6%	\$2,965,545	2.8%	\$6,765,394	1.0%
ONE A DAY WOMENS ACTIVE METABOLISM	\$95,794	4.1%	\$379,684	1.8%	\$1,162,931	-0.4%	\$2,186,103	0.3%	\$5,009,292	3.1%
ONE A DAY WOMENS PETITES	\$55,958	4.7%	\$219,943	1.8%	\$669,722	-3.7%	\$1,289,117	6.5%	\$2,887,617	-10.2%
ONE A DAY WOMENS MENOPAUSE	\$19,868	-47.6%	\$82,459	-43.3%	\$318,041	-35.8%	\$674,493	-28.8%	\$1,779,611	-25.1%
ONE A DAY ALL OTHER	\$594,472	-3.6%	\$2,359,212	-5.2%	\$7,361,322	-6.2%	\$14,295,278	-5.6%	\$32,728,700	-3.4%
CENTRUM-NUTRITIONALS	\$5,285,304	10.1%	\$2,074,569	12.5%	\$6,071,760	7.8%	\$12,360,631	7.6%	\$28,485,654	4.6%
CENTRUM ADULTS	\$466,292	7.5%	\$2,074,569	12.5%	\$5,900,161	1.9%	\$10,989,807	4.4%	\$25,722,788	1.1%
CENTRUM WOMENS	\$317,181	11.7%	\$1,454,407	23.7%	\$4,014,955	7.4%	\$7,807,454	10.2%	\$17,356,925	7.8%
CENTRUM MENS	\$376,320	5.6%	\$1,638,137	11.5%	\$4,774,422	1.7%	\$9,278,902	3.5%	\$20,931,862	2.3%
CENTRUM SILVER 50+	\$3,352,794	3.1%	\$15,354,420	17.5%	\$41,854,225	-0.5%	\$81,347,541	-1.0%	\$185,487,000	-1.9%
CENTRUM SILVER 50+ -WOMENS	\$1,232,507	10.2%	\$5,546,640	22.0%	\$14,882,935	2.4%	\$29,011,208	3.4%	\$65,476,700	3.0%
CENTRUM SILVER 50+ -MENS	\$1,066,577	5.2%	\$4,768,404	17.8%	\$13,057,643	1.5%	\$25,105,204	1.5%	\$57,410,221	1.4%
CENTRUM FLAVOR BURST	\$31,919	-72.6%	\$157,099	67.5%	\$541,529	-68.4%	\$1,153,849	-70.2%	\$3,940,356	-61.8%
CENTRUM SPECIALIST	\$132,050	-30.8%	\$536,036	-32.9%	\$1,703,388	-33.1%	\$3,399,101	-30.5%	\$8,756,403	-27.7%
CENTRUM ALL OTHER	\$608,747	264.7%	\$2,984,389	907.2%	\$7,285,089	926.3%	\$14,374,978	1925.6%	\$25,290,320	3462.1%
PRIVATE LABEL-ADULT MULTIVITAMINS	\$4,152,984	1.6%	\$12,981,169	3%	\$54,818,037	3%	\$104,100,752	3%	\$243,686,648	2%
PRIVATE LABEL ENERGY AMV	\$18,542	49.5%	\$68,369	57.8%	\$277,931	23.3%	\$525,214	22.6%	\$1,321,191	6.7%
PRIVATE LABEL GENERAL HEALTH AMV	\$416,361	4.0%	\$1,794,249	4.0%	\$5,756,399	4.0%	\$11,001,070	4.0%	\$25,386,739	4.4%
PRIVATE LABEL HEART AMV	\$44,436	-24.4%	\$186,027	-22.3%	\$571,138	-26.4%	\$1,076,940	-30.0%	\$2,667,540	-40.6%
PRIVATE LABEL IMMUNITY AMV	\$122,265	0.8%	\$512,565	2.0%	\$1,726,019	0.1%	\$3,537,962	6.6%	\$7,887,718	-0.3%
PRIVATE LABEL MATURE GENERAL AMV	\$651,056	-20.2%	\$2,756,048	-17.2%	\$8,848,048	-13.9%	\$16,976,022	-11.7%	\$42,312,126	-6.9%
PRIVATE LABEL MATURE MENS AMV	\$435,737	2.1%	\$1,834,027	6.2%	\$5,633,408	13.4%	\$10,184,317	11.2%	\$23,615,945	8.9%
PRIVATE LABEL MATURE WOMENS (excl Menopause) AMV	\$512,536	3.1%	\$2,076,328	0.7%	\$6,331,390	4.9%	\$11,641,728	5.7%	\$26,986,187	4.9%
PRIVATE LABEL MENS AMV	\$948,991	3.6%	\$4,004,103	6.4%	\$12,392,567	7.9%	\$23,016,604	4.2%	\$52,649,524	0.4%
PRIVATE LABEL PRENATAL AMV	\$661,764	1.3%	\$2,674,848	1.4%	\$8,397,348	0.0%	\$16,108,297	0.3%	\$37,580,842	2.1%
PRIVATE LABEL WOMENS AMV	\$1,840,442	1.6%	\$7,583,270	0.0%	\$23,651,997	0.8%	\$47,716,705	1.0%	\$109,844,416	0.3%
PRIVATE LABEL ALL OTHER AMV	\$389,791	15.5%	\$1,219,160	25.0%	\$4,029,176	11.5%	\$8,995,631	11.0%	\$20,199,619	24.6%
VITAFUSION	\$2,430,144	15.6%	\$10,128,848	16.2%	\$30,904,132	11.3%	\$58,188,048	11.0%	\$120,557,665	4.4%
NATURE MADE	\$1,169,296	18.1%	\$5,020,614	16.6%	\$16,337,879	22.8%	\$31,073,388	21.5%	\$67,509,247	18.6%
ALIVE	\$926,050	-16.8%	\$3,897,504	-18.9%	\$13,678,899	-7.6%	\$27,768,473	-2.1%	\$64,440,636	4.3%
NATURES BOUNTY	\$281,550	13.6%	\$1,203,391	7.9%	\$3,548,692	-0.5%	\$7,144,095	-1.8%	\$16,092,607	5.3%
AIRBORNE	\$54,020	-57.9%	\$287,399	-48.7%	\$1,468,518	-35.9%	\$3,891,984	-30.6%	\$8,626,190	-31.0%
NATURE MADE	\$4,152,984	-3.2%	\$17,370,169	-2.3%	\$54,818,037	-0.6%	\$104,100,752	-1.7%	\$243,686,648	-2.4%
ADULT SUPPLEMENTS-CALCIUM	\$116	-24.5%	\$797	-24.4%	\$2,201	-25.7%	\$4,391	-20.3%	\$11,188	-20.3%
CITRACAL-CALCIUM	\$1,169,296	18.1%	\$5,020,614	16.6%	\$16,337,879	22.8%	\$31,073,388	21.5%	\$67,509,247	18.6%
CITRACAL MAXIMUM-CALCIUM	\$6,240,393	-8.4%	\$25,157,285	2.3%	\$76,674,341	-4.5%	\$144,982,627	-3.3%	\$342,668,315	-3.5%
CITRACAL PETITES-CALCIUM	\$1,037,074	3.5%	\$3,746,019	4.0%	\$11,626,729	4.0%	\$22,496,496	4.0%	\$47,151,740	4.0%
CITRACAL PEARLS-CALCIUM	\$337,371	1.7%	\$1,201,111	1.7%	\$3,800,791	1.7%	\$7,141,779	1.7%	\$17,288,754	1.7%
CITRACAL SLOW RELEASE 1200-CALCIUM	\$271,721	12.4%	\$905,562	-0.8%	\$2,804,411	-5.6%	\$5,164,840	-16.9%	\$12,206,086	-18.4%
CITRACAL GUMMIES-CALCIUM	\$40,054	94.2%	\$161,595	114.7%	\$667,056	478.2%	\$1,407,650	1120.2%	\$3,248,094	2715.5%
CITRACAL PLUS MAGNESIUM-CALCIUM	\$221,260	14.1%	\$775,348	2.7%	\$2,445,804	7.9%	\$4,434,482	4.1%	\$10,454,043	5.0%
CITRACAL PLUS BONE DENSITY BUILDER-CALCIUM	\$121,952	18.0%	\$450,588	20.1%	\$1,459,083	24.2%	\$2,721,043	19.0%	\$6,314,390	21.5%
CITRACAL ALL OTHER	\$64,634	-9.1%	\$221,363	-15.9%	\$732,125	-13.6%	\$1,339,662	-15.4%	\$3,268,576	-10.7%
CALTRATE-CALCIUM	\$846	-96.4%	\$4,827	95.5%	\$13,512	97.0%	\$33,733	96.7%	\$38,423	87.7%
CALTRATE 600 + D-CALCIUM	\$15	-99.8%	\$12	-98.6%	\$4,557	-93.9%	\$11,307	-92.2%	\$73,374	85.5%
CALTRATE 600 + D-CALCIUM-CALCIUM W/ VITAMINS & MINERALS	\$1,333,819	2.0%	\$4,605,700	0.3%	\$13,676,914	-0.1%	\$26,695,055	0.3%	\$62,480,737	0.7%
CALTRATE MENS 600+D MINERALS-CALCIUM W/ VITAMINS & MINERALS	\$1,034,519	2.0%	\$3,326,021	0.0%	\$10,276,728	0.0%	\$20,499,154	0.0%	\$51,425,744	0.0%
NATURE MADE-ADULT SUPPLEMENTS-CALCIUM	\$322,057	1.4%	\$1,218,848	1.4%	\$3,800,791	1.4%	\$7,141,779	1.4%	\$17,288,754	1.4%
PRIVATE LABEL-ADULT SUPPLEMENTS-CALCIUM	\$50,551	-16.1%	\$197,967	-20.4%	\$640,667	-14.8%	\$1,306,151	-14.4%	\$3,232,128	-23.9%
VIACVIT-ADULT SUPPLEMENTS-CALCIUM	\$694,121	8.4%	\$2,897,718	3.1%	\$8,886,751	3.5%	\$16,454,109	3.8%	\$38,160,129	8.3%
OSCAL-ADULT SUPPLEMENTS-CALCIUM	\$1,814,625	-7.9%	\$7,569,501	-7.1%	\$23,567,018	-6.7%	\$44,791,878	-5.0%	\$107,456,739	-6.2%
VITAFUSION-ADULT SUPPLEMENTS-CALCIUM	\$276,080	4.8%	\$1,078,081	10.5%	\$3,239,910	-16.8%	\$6,141,841	-15.9%	\$14,442,668	-16.4%
ADULT SUPPLEMENTS-HEART	\$173,756	-23.2%	\$718,303	-21.8%	\$2,199,994	-20.0%	\$4,141,931	-20.1%	\$10,537,042	-16.4%
AYER PRO-HEART	\$344,727	24.8%	\$1,384,498	9.9%	\$4,115,006	6.5%	\$7,726,723	9.6%	\$17,177,629	7.6%
TRUHEART-HEART	\$15,940,866	1.5%	\$67,042,896	1.6%	\$202,980,645	1.0%	\$382,129,393	1.0%	\$876,960,297	1.0%
NATURE MADE-HEART	\$91,471	4.1%	\$395,075	82.3%	\$1,431,618	374.3%	\$2,975,410	885.8%	\$7,528,194	2394.1%
NATURES BOUNTY-HEART	\$23,277	71.0%	\$115,777	71.0%	\$353,334	71.0%	\$718,594	71.0%	\$1,431,618	71.0%
SUNDOWN NATURES-HEART	\$3,715,463	7.9%	\$15,428,168	7.9%	\$49,791,721	4.9%	\$97,675,074	4.9%	\$198,925,902	4.9%
PRIVATE LABEL-HEART	\$2,152,828	7.9%	\$9,718,789	4.7%	\$30,138,164	4.6%	\$58,			