

Business Snapshots - Dollar Share Footcare										
Total US MULO	LW		L4		L12		YTD		LS2	
	Current	Pt Chg YA	Current	Pt Chg YA	Current	Pt Chg YA	Current	Pt Chg YA	Current	Pt Chg YA
FOOT CARE	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0
FOOT EXCL ANTIFUNGAL	73.8	0.0	75.6	0.0	75.9	0.0	76.2	0.0	76.3	0.0
I&D + CFO	28.5	0.0	29.3	0.0	30.3	0.0	29.8	0.0	28.8	0.0
BAYER CONSUMER HEALTH-FOOT CARE	34.3	0.0	34.2	0.0	35.1	0.0	34.5	0.0	34.0	0.0
DR SCHOLLS-FOOT CARE	24.5	0.0	25.0	0.0	26.0	0.0	25.5	0.0	25.1	0.0
DR SCHOLLS EXCL CFO	20.5	0.0	21.0	0.0	21.7	0.0	21.3	0.0	20.9	-0.1
DR SCHOLLS I&D + CFO	19.0	0.0	19.6	0.0	20.4	0.0	19.9	0.0	19.3	-0.1
DR SCHOLLS-INSOLES/DEVICES	15.0	0.0	15.5	0.0	16.1	0.0	15.7	0.0	15.2	-0.1
PRIVATE LABEL-FOOT CARE	21.9	0.1	21.5	0.1	21.7	0.1	21.8	0.1	21.3	0.1
PRIVATE LABEL FOOTCARE EXCL ANTIFUNGA	15.7	0.1	15.5	0.1	15.6	0.1	15.5	0.1	15.0	0.1
PRIVATE LABEL-INSOLES/DEVICES	3.6	0.2	3.7	0.1	3.7	0.1	3.7	0.1	3.6	0.1
INSOLES/DEVICES	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0
DR SCHOLLS-INSOLES/DEVICES	61.2	0.0	61.5	0.0	61.8	0.0	61.2	0.0	61.6	0.0
DR SCHOLLS MASSAGING GEL-I/D	27.9	0.0	27.9	0.0	28.3	0.0	27.7	0.0	27.7	0.0
DR SCHOLLS PRO-I/D	13.2	0.0	13.2	0.1	13.1	0.0	13.0	0.0	12.8	0.0
DR SCHOLLS DW/FW-I/D	6.5	-0.2	6.9	-0.2	7.0	-0.2	6.8	-0.2	7.1	-0.2
DR SCHOLLS DREAMWALK-I/D	6.5	-0.2	6.9	-0.2	7.0	-0.2	6.7	-0.2	7.1	-0.2
DR SCHOLLS FOR HER-I/D	0.0	-0.8	0.0	-0.8	0.0	-0.8	0.0	-0.8	0.1	-0.8
ALL OTHER DR SCHOLLS DW/FH	0.0	-0.5	0.0	-0.8	0.0	-0.8	0.0	7.7	0.0	5.9
DR SCHOLLS ACTIVE SERIES-I/D	4.7	-0.3	4.6	-0.3	4.8	-0.3	5.1	-0.2	5.4	-0.2
DR SCHOLLS TRICOMFORT	5.0	0.1	5.0	0.1	4.8	0.1	5.0	0.0	4.8	0.0
DR SCHOLLS AIR PILLO-I/D	3.1	0.0	3.1	0.0	2.9	0.0	2.8	-0.1	2.8	0.0
DR SCHOLLS ALL OTHER I/D	0.8	0.0	0.8	0.0	0.8	0.0	0.9	0.0	0.9	0.4
DR SCHOLLS TARGET SHOE AISLE-I/D	0.8	0.0	0.8	0.0	0.8	0.0	0.9	0.0	0.9	0.4
PRIVATE LABEL DR SCHOLLS FOR HER-I/D	1.3	-0.2	1.3	-0.2	1.3	-0.2	1.3	-0.1	1.4	0.0
PRIVATE LABEL GEL, PRO, AND OTHER I/D	6.4	0.0	6.4	-0.1	6.6	-0.1	7.1	0.0	7.2	0.0
SOF COMFORT-I/D	6.8	0.1	6.6	0.1	6.7	0.1	6.8	0.1	6.7	0.0
PRO FOOT-I/D	4.2	-0.2	4.2	-0.2	4.4	-0.2	4.6	-0.1	4.9	-0.1
FAB FEET-I/D	2.2	-0.2	2.2	-0.2	2.2	-0.2	2.2	-0.2	2.3	-0.1
AIRPLUS-I/D	5.3	0.8	5.1	0.9	4.7	0.8	4.3	0.6	3.7	0.5
ALL OTHER I/D	5.4	0.0	5.6	0.0	5.9	0.2	6.4	0.3	6.4	0.3
FOOTCARE FOR HER	37.1	0.0	37.7	0.0	37.5	0.0	37.4	0.0	37.9	0.0
DR SCHOLLS DREAMWALK-I/D	6.5	-0.2	6.9	-0.2	7.0	-0.2	6.7	-0.2	7.1	-0.2
DR SCHOLLS DREAMWALK-I/D-WOMENS	6.5	-0.2	6.9	-0.2	7.0	-0.2	6.7	-0.2	7.1	-0.2
DR SCHOLLS FOR HER-I/D	0.0	-0.8	0.0	-0.8	0.0	-0.8	0.0	-0.8	0.1	-0.8
AIRPLUS FOR HER-I/D	0.2	-0.1	0.2	0.0	0.3	-0.1	0.3	-0.1	0.3	0.0
FAB FEET FOR HER-I/D	0.3	-0.3	0.3	-0.3	0.3	-0.3	0.3	-0.3	0.3	-0.3
ALL OTHER FOR HER	11.3	0.0	11.3	0.0	11.2	0.0	11.6	0.0	11.7	0.1
BAYER CONSUMER HEALTH-FOOT CARE	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0
DR SCHOLLS-FOOT CARE	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0
FOOT CARE-CFO	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0
GROOMING	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0
DR SCHOLLS-GROOMING	1.0	-0.1	1.0	-0.1	1.4	0.3	1.6	0.6	2.2	1.1
PRIVATE LABEL-GROOMING	21.6	0.3	20.0	0.3	20.9	0.3	20.3	0.3	18.7	0.2
GOLD BOND	5.2	0.4	4.5	0.4	4.5	0.3	4.6	0.1	4.0	-0.2
PEDEGG	4.9	-0.5	5.0	-0.5	5.2	-0.6	5.5	-0.4	6.7	0.2
AIRPLUS	0.1	-0.1	0.1	-0.1	0.1	-0.1	0.1	-0.1	0.1	-0.3
MIRACLE OF ALOE	1.0	0.1	0.9	0.1	1.0	0.1	1.0	0.0	0.9	-0.2
AMOPE PEDI PERFECT	5.1	0.0	6.2	0.0	5.9	0.0	6.5	0.0	5.5	0.0
FOOT THERAPY (CCB)	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0
DR SCHOLLS-FOOT THERAPY	30.1	0.0	30.2	0.0	29.7	0.0	29.9	0.0	30.8	0.0
PRIVATE LABEL-FOOT THERAPY	49.2	0.0	49.4	0.0	50.3	0.0	50.2	0.0	49.5	0.0
ALL OTHER CCB	20.7	0.2	20.4	0.2	20.0	0.2	19.9	0.2	19.7	0.1
FOOT CARE-WART	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0
WART - FREEZE	47.2	0.0	47.4	0.0	48.3	0.0	47.2	0.0	46.7	0.0
WART - BASE	52.8	0.0	52.6	0.0	51.7	0.0	52.8	0.0	53.3	0.0
DR SCHOLLS-WART	29.5	0.1	30.2	0.1	31.5	0.1	31.0	0.1	30.7	0.1
DR SCHOLLS FREEZE AWAY	20.2	-0.2	20.9	-0.2	22.5	-0.2	22.1	-0.2	22.2	-0.1
DR SCHOLLS CLEAR AWAY	9.3	0.1	9.3	0.0	9.0	0.0	8.9	-0.1	8.5	-0.1
COMPOUND W	40.4	0.1	39.2	0.1	38.1	0.1	38.2	0.1	38.7	0.1
COMPOUND W FREEZE OFF	16.8	0.1	16.0	0.1	15.7	0.2	15.5	0.2	15.8	0.3
COMPOUND W BASE	23.6	0.1	23.2	0.1	22.4	0.1	22.7	0.0	22.9	0.0
PRIVATE LABEL-WART	29.2	0.1	29.8	0.1	29.4	0.1	29.7	0.1	29.5	0.1
PRIVATE LABEL-FREEZE WART	9.5	0.4	9.8	0.5	9.3	0.4	8.8	0.3	7.9	0.2
PRIVATE LABEL-BASE WART	19.7	-0.1	20.0	0.0	20.1	0.0	21.0	0.0	21.6	0.0
ALL OTHER WART	0.9	0.0	0.8	-0.3	1.0	-0.2	1.0	-0.2	1.1	-0.2
ODOR WETNESS	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0
DR SCHOLLS-ODOR WETNESS	15.8	0.0	16.3	0.0	16.5	0.0	17.5	0.0	18.7	0.0
ODOR EATERS	42.5	0.1	43.2	0.1	43.1	0.1	42.4	0.1	40.1	0.1
GOLD BOND	22.4	-0.1	21.5	0.0	21.3	0.0	21.3	0.0	22.2	0.0
ALL OTHER ODOR WETNESS	19.3	0.0	19.0	0.0	19.1	0.0	18.8	0.0	19.1	0.0
ANTIFUNGAL	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0	100.0	0.0
BAYER ANTIFUNGAL	49.3	0.0	48.5	0.0	48.3	0.0	47.4	0.0	47.2	0.0
LOTRIMIN-ANTIFUNGAL	35.5	0.0	35.2	0.1	35.1	0.0	34.4	0.0	34.0	0.0
LOTRIMIN A F-ANTIFUNGAL	25.1	0.0	24.8	0.0	24.8	0.0	24.1	0.0	24.3	0.0
LOTRIMIN A F-ATHLETES FOOT	15.8	-0.1	15.6	-0.1	15.6	-0.1	15.3	-0.1	15.5	-0.1
LOTRIMIN A F-JOCK ITCH	6.5	0.1	6.3	0.1	6.2	0.1	6.1	0.1	6.4	0.1
LOTRIMIN A F-RING WORM	2.9	0.3	2.9	0.4	2.9	0.4	2.7	0.2	2.4	0.1
LOTRIMIN ULTRA-ANTIFUNGAL	10.4	0.2	10.4	0.2	10.3	0.2	10.2	0.1	9.7	0.0
LOTRIMIN ULTRA-ATHLETES FOOT	7.9	0.2	7.8	0.3	7.4	0.3	7.1	0.2	6.8	0.1
LOTRIMIN ULTRA-JOCK ITCH	2.5	0.0	2.6	-0.1	2.9	0.0	3.1	0.0	2.9	-0.1
TINACTIN-ANTIFUNGAL	13.7	0.0	13.3	-0.1	13.2	-0.1	13.0	-0.1	13.2	0.0
LAMISIL-ANTIFUNGAL	9.8	-0.1	9.9	-0.1	9.7	0.0	9.7	0.0	10.2	0.0
PRIVATE LABEL-ANTIFUNGAL	29.0	0.0	29.6	0.0	29.8	0.0	30.9	0.0	31.0	0.0
ALL OTHER ANTIFUNGAL	21.8	-0.1	21.9	0.0	21.9	-0.1	21.7	-0.1	21.8	0.0