

## Analgesics Category by Geography

Time : Latest 1 Week Ending 08-09-15

|                                                  | Total US - Multi Outlet + Conv |               | Total US - Multi Outlet |                  | Total US - Food     |               | Total US - Drug     |               |
|--------------------------------------------------|--------------------------------|---------------|-------------------------|------------------|---------------------|---------------|---------------------|---------------|
|                                                  | Current                        | % Chg         | Current                 | % Chg            | Current             | % Chg         | Current             | % Chg         |
| <b>INTERNAL ANALGESICS</b>                       | <b>\$80,276,310</b>            | <b>4.1%</b>   | <b>\$72,701,810</b>     | <b>3.9%</b>      | <b>\$15,448,562</b> | <b>2.5%</b>   | <b>\$24,293,865</b> | <b>1.8%</b>   |
| <b>ALEVE-INTERNAL ANALGESIC TABLETS</b>          | <b>\$8,144,877</b>             | <b>4.7%</b>   | <b>\$7,724,982</b>      | <b>4.6%</b>      | <b>\$1,712,144</b>  | <b>3.0%</b>   | <b>\$2,238,736</b>  | <b>-1.6%</b>  |
| ALEVE-INTERNAL ANALGESIC TABLETS                 | \$7,249,450                    | -6.8%         | \$6,837,309             | -7.4%            | \$1,516,566         | -8.8%         | \$2,002,401         | -12.0%        |
| ALEVE PM-INTERNAL ANALGESIC TABLETS              | \$895,426                      | 0.0%          | \$887,674               | 0.0%             | \$195,578           | 0.0%          | \$236,336           | 0.0%          |
| <b>BAYER-INTERNAL ANALGESIC TABLETS</b>          | <b>\$4,602,425</b>             | <b>3.5%</b>   | <b>\$4,550,953</b>      | <b>3.5%</b>      | <b>\$1,135,396</b>  | <b>-2.5%</b>  | <b>\$1,456,517</b>  | <b>5.4%</b>   |
| BAYER-INTERNAL ANALGESIC TABLETS                 | \$4,266,579                    | 4.5%          | \$4,222,016             | 4.5%             | \$1,052,434         | -1.2%         | \$1,365,034         | 5.6%          |
| BAYER ADVANCED-INTERNAL ANALGESIC TABLETS        | \$1,188                        | -96.4%        | \$713                   | -96.9%           | \$522               | -94.4%        | \$0                 | -100.0%       |
| BAYER BACK & BODY-INTERNAL ANALGESIC TABLETS     | \$245,277                      | 19.7%         | \$239,318               | 16.8%            | \$67,482            | 23.4%         | \$51,638            | 16.2%         |
| BAYER PLUS-INTERNAL ANALGESIC TABLETS            | \$20,165                       | -22.7%        | \$19,690                | -24.6%           | \$4,066             | -9.9%         | \$80                | -96.4%        |
| BAYER PM-INTERNAL ANALGESIC TABLETS              | \$2,173                        | -86.0%        | \$2,173                 | -86.0%           | \$1,082             | -90.4%        | \$1,091             | -69.8%        |
| BAYER WOMENS-INTERNAL ANALGESIC TABLETS          | \$67,043                       | -20.8%        | \$67,043                | -20.8%           | \$9,811             | -49.6%        | \$38,675            | 10.4%         |
| <b>TYLENOL-INTERNAL ANALGESIC TABLETS</b>        | <b>\$6,798,234</b>             | <b>33.1%</b>  | <b>\$6,364,266</b>      | <b>33.0%</b>     | <b>\$1,531,113</b>  | <b>32.0%</b>  | <b>\$2,101,525</b>  | <b>23.2%</b>  |
| CHILDRENS TYLENOL-INTERNAL ANALGESIC TABLETS     | \$0                            | -100.0%       | \$0                     | -100.0%          | \$0                 | 0.0%          | \$0                 | 0.0%          |
| JR TYLENOL-INTERNAL ANALGESIC TABLETS            | \$6                            | 0.0%          | \$6                     | 0.0%             | \$0                 | 0.0%          | \$0                 | 0.0%          |
| TYLENOL-INTERNAL ANALGESIC TABLETS               | \$5,513,357                    | 8.0%          | \$5,098,861             | 6.6%             | \$1,281,355         | 10.6%         | \$1,743,510         | 2.3%          |
| TYLENOL ARTHRITIS-INTERNAL ANALGESIC TABLETS     | \$472,116                      | 21626.9%      | \$472,116               | 21626.9%         | \$56,477            | 5143.4%       | \$115,753           | 14257.0%      |
| <b>TYLENOL PM-INTERNAL ANALGESIC TABLETS</b>     | <b>\$812,756</b>               | <b>--</b>     | <b>\$793,284</b>        | <b>292007.4%</b> | <b>\$193,281</b>    | <b>0.0%</b>   | <b>\$242,261</b>    | <b>--</b>     |
| ADVIL-INTERNAL ANALGESIC LIQUIDS                 | \$559,861                      | -9.4%         | \$542,947               | -9.7%            | \$133,721           | -2.1%         | \$232,853           | -15.2%        |
| ADVIL-INTERNAL ANALGESIC LIQUIDS                 | \$12,729                       | 0.0%          | \$12,729                | 0.0%             | \$0                 | 0.0%          | \$0                 | 0.0%          |
| CHILDRENS ADVIL-INTERNAL ANALGESIC LIQUIDS       | \$398,429                      | -7.6%         | \$383,803               | -7.6%            | \$101,076           | -1.1%         | \$184,286           | -8.4%         |
| <b>INFANTS ADVIL-INTERNAL ANALGESIC LIQUIDS</b>  | <b>\$148,703</b>               | <b>-20.4%</b> | <b>\$146,615</b>        | <b>-21.1%</b>    | <b>\$32,646</b>     | <b>-5.1%</b>  | <b>\$48,567</b>     | <b>-33.7%</b> |
| <b>EXCEDRIN-INTERNAL ANALGESIC TABLETS</b>       | <b>\$1,737,933</b>             | <b>26.1%</b>  | <b>\$1,618,338</b>      | <b>25.9%</b>     | <b>\$453,515</b>    | <b>29.8%</b>  | <b>\$544,762</b>    | <b>33.3%</b>  |
| <b>EXCEDRIN MIGRAINE-INTERNAL ANALGESIC TABL</b> | <b>\$1,540,438</b>             | <b>-6.7%</b>  | <b>\$1,480,157</b>      | <b>-7.0%</b>     | <b>\$345,773</b>    | <b>-4.3%</b>  | <b>\$539,108</b>    | <b>6.5%</b>   |
| <b>MOTRIN-INTERNAL ANALGESIC LIQUIDS</b>         | <b>\$1,444,567</b>             | <b>11.9%</b>  | <b>\$1,423,251</b>      | <b>12.9%</b>     | <b>\$329,998</b>    | <b>17.7%</b>  | <b>\$533,082</b>    | <b>17.9%</b>  |
| <b>MOTRIN-INTERNAL ANALGESIC TABLETS</b>         | <b>\$1,614,851</b>             | <b>9.3%</b>   | <b>\$1,592,805</b>      | <b>9.4%</b>      | <b>\$423,961</b>    | <b>19.2%</b>  | <b>\$485,087</b>    | <b>0.3%</b>   |
| <b>GOODYS-INTERNAL ANALGESIC LIQUIDS</b>         | <b>\$46,121</b>                | <b>-10.0%</b> | <b>\$24,232</b>         | <b>-14.5%</b>    | <b>\$9,801</b>      | <b>23.7%</b>  | <b>\$445</b>        | <b>-90.4%</b> |
| <b>GOODYS-INTERNAL ANALGESIC TABLETS</b>         | <b>\$1,825,368</b>             | <b>10.3%</b>  | <b>\$865,649</b>        | <b>13.0%</b>     | <b>\$219,521</b>    | <b>0.7%</b>   | <b>\$98,769</b>     | <b>5.7%</b>   |
| <b>BC-INTERNAL ANALGESIC TABLETS</b>             | <b>\$1,835,409</b>             | <b>11.2%</b>  | <b>\$945,184</b>        | <b>11.2%</b>     | <b>\$214,238</b>    | <b>4.5%</b>   | <b>\$138,971</b>    | <b>2.2%</b>   |
| PRIVATE LABEL-INTERNAL ANALGESIC LIQUIDS         | \$2,768,017                    | 1.9%          | \$2,724,262             | 1.5%             | \$472,814           | -1.0%         | \$1,232,456         | 4.0%          |
| <b>PRIVATE LABEL-INTERNAL ANALGESIC LIQUIDS</b>  | <b>\$2,768,017</b>             | <b>1.9%</b>   | <b>\$2,724,262</b>      | <b>1.5%</b>      | <b>\$472,814</b>    | <b>-1.0%</b>  | <b>\$1,232,456</b>  | <b>4.0%</b>   |
| PRIVATE LABEL-INTERNAL ANALGESIC TABLETS         | \$24,408,027                   | 0.1%          | \$23,994,714            | -0.4%            | \$4,368,402         | -3.1%         | \$8,262,450         | -2.5%         |
| <b>PRIVATE LABEL-INTERNAL ANALGESIC TABLETS</b>  | <b>\$24,408,027</b>            | <b>0.1%</b>   | <b>\$23,994,714</b>     | <b>-0.4%</b>     | <b>\$4,368,402</b>  | <b>-3.1%</b>  | <b>\$8,262,450</b>  | <b>-2.5%</b>  |
| <b>FEMININE PAIN RELIEVERS</b>                   | <b>\$1,849,053</b>             | <b>-5.4%</b>  | <b>\$1,722,620</b>      | <b>-6.3%</b>     | <b>\$343,633</b>    | <b>-4.1%</b>  | <b>\$652,453</b>    | <b>-8.7%</b>  |
| MIDOL-FEMININE PAIN RELIEVERS                    | \$899,423                      | -11.3%        | \$837,050               | -12.1%           | \$175,516           | -18.6%        | \$334,479           | -12.7%        |
| MIDOL-FEMININE PAIN RELIEVERS                    | \$890,988                      | -10.0%        | \$828,614               | -10.8%           | \$172,194           | -16.8%        | \$329,559           | -10.6%        |
| <b>MIDOL PM-FEMININE PAIN RELIEVERS</b>          | <b>\$8,435</b>                 | <b>-64.1%</b> | <b>\$8,435</b>          | <b>-64.1%</b>    | <b>\$3,321</b>      | <b>-61.5%</b> | <b>\$4,920</b>      | <b>-66.5%</b> |
| <b>PAMPRIIN-FEMININE PAIN RELIEVERS</b>          | <b>\$262,667</b>               | <b>2.0%</b>   | <b>\$262,140</b>        | <b>2.0%</b>      | <b>\$77,627</b>     | <b>3.4%</b>   | <b>\$87,655</b>     | <b>0.9%</b>   |
| <b>PRIVATE LABEL-FEMININE PAIN RELIEVERS</b>     | <b>\$294,285</b>               | <b>1.9%</b>   | <b>\$294,046</b>        | <b>1.9%</b>      | <b>\$40,173</b>     | <b>28.6%</b>  | <b>\$106,397</b>    | <b>-2.1%</b>  |
| PRIVATE LABEL-FEMININE PAIN RELIEVERS            | \$294,285                      | 1.9%          | \$294,046               | 1.9%             | \$40,173            | 28.6%         | \$106,397           | -2.1%         |