

Novartis and GlaxoSmithKline Consumption Trends															
Dollar Sales % Chg vs YA															
Product	MULO	FOOD	DRUG	Albertsons Safeway Corp w/out AK/HI	Kroger Corp	SUPERVALU Corp Retail	Publix Corp	Walgreens Corp w/out PR/AK/HI	Rite Aid Total Corp	CVS Corp Total	Target Corp	Walmart Corp	Sam's Corp	BJ's Corp	
ANALGESICS	2.5%	2.8%	1.1%	2.9%	5.7%	0.9%	4.0%	0.5%	8.0%	2.1%	1.7%	4.2%	5.2%	-2.2%	
ADULT INTERNAL PAIN	0.3%	1.6%	-1.8%	2.1%	3.8%	-0.5%	0.4%	-3.0%	3.5%	11.3%	0.2%	1.7%	-2.7%	-4.0%	
NOVARTIS-ADULT INTERNAL PAIN	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
NOVARTIS + GSK-ADULT INTERNAL PAIN	87470.7%	103476.7%	31958.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3069.9%	0.0%	0.0%	0.0%	0.0%	
ASCRIPTIN-ANALGESICS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
EXCEDRIN-ANALGESICS	-22.7%	-1.0%	-29.3%	25.8%	-5.2%	-5.2%	-44.7%	-51.0%	-22.2%	-3.4%	-51.1%	-43.6%	-17.8%	0.8%	
PANADOL-ANALGESICS	-85.6%	-56.1%	-87.0%	0.0%	0.0%	-100.0%	0.0%	-86.1%	0.0%	-100.0%	0.0%	0.0%	0.0%	0.0%	
NUTRITIONALS	2.5%	3.6%	2.6%	7.2%	7.1%	3.8%	8.4%	5.6%	7.0%	0.0%	2.2%	3.2%	3.7%	-1.0%	
ADULT SUPPLEMENTS	3.5%	4.5%	3.1%	10.1%	7.6%	10.3%	14.3%	7.5%	8.7%	0.0%	3.1%	5.1%	5.0%	0.2%	
ADULT SUPPLEMENTS-CALCIUM	-8.3%	-5.3%	-9.3%	3.3%	-4.9%	-7.8%	-17.0%	-5.8%	-3.1%	-13.3%	-7.1%	-7.5%	-3.7%	11.1%	
OSCAL-ADULT SUPPLEMENTS-CALCIUM	-22.5%	-54.0%	-24.3%	-5.7%	-99.1%	-52.5%	-98.8%	-17.2%	-31.5%	-18.3%	-52.2%	4.0%	0.0%	0.0%	
UPPER RESPIRATORY	0.5%	4.8%	-2.1%	11.7%	5.5%	-0.5%	18.9%	-2.0%	3.5%	-3.4%	-13.8%	3.8%	2.2%	13.8%	
CCSF (Adult + Ped)	1.3%	4.4%	-0.7%	19.5%	7.8%	1.9%	14.7%	-0.5%	6.7%	8.6%	-11.0%	3.6%	4.4%	-9.1%	
NOVARTIS-CCSF	3.1%	3.6%	10.2%	1.4%	10.7%	-17.7%	24.6%	0.0%	7.5%	27.5%	-32.8%	1.9%	0.0%	2.5%	
NOVARTIS + GSK-CCSF	53.4%	51.7%	54.1%	119.9%	70.3%	31.3%	56.1%	57.1%	60.9%	47.7%	19.9%	70.8%	-100.0%	48.3%	
BREATHE RIGHT-UPPER RESPIRATORY	-4.0%	1.5%	0.6%	52.6%	-7.5%	-17.2%	16.0%	-3.4%	-7.4%	-2.3%	-23.8%	-8.9%	-5.0%	-1.9%	
THERAFLU-UPPER RESPIRATORY	73.7%	74.3%	68.0%	178.3%	105.2%	62.4%	67.3%	73.9%	86.0%	53.4%	59.5%	101.7%	-100.0%	68.2%	
ADULT NASAL	-3.5%	-4.8%	-5.5%	11.7%	-3.3%	-14.9%	2.3%	-3.4%	-6.7%	-6.4%	-5.9%	1.3%	-2.3%	14.8%	
4 WAY-ADULT NASAL	13.6%	49.4%	-2.5%	40.6%	0.0%	-43.7%	20.3%	-10.8%	7.0%	-100.0%	0.0%	4.2%	0.0%	0.0%	
TOTAL DIGESTIVE HEALTH	1.9%	3.1%	-0.4%	4.8%	7.0%	-2.4%	3.5%	0.8%	1.3%	0.0%	5.6%	3.7%	0.4%	-0.2%	
NOVARTIS CONSUMER HEALTH INC-TOTAL DIGESTIVE HE	12.4%	10.4%	18.8%	0.3%	20.0%	22.7%	1.9%	13.8%	4.6%	39.9%	26.6%	15.3%	-34.5%	19.2%	
GSK CONSUMER HEALTHCARE-TOTAL DIGESTIVE HEALTH	4.0%	1.8%	-3.1%	-1.1%	9.9%	-26.3%	10.4%	-10.5%	13.2%	-1.7%	6.4%	13.5%	40.2%	19.6%	
NOVARTIS + GSK-DH	7.9%	5.5%	7.3%	-0.6%	14.6%	-10.3%	6.1%	0.4%	8.7%	18.2%	13.7%	14.4%	-15.9%	19.3%	
GAS X-TOTAL DIGESTIVE HEALTH	19.2%	20.7%	21.0%	15.6%	30.4%	22.4%	0.7%	8.9%	10.6%	42.0%	24.8%	22.1%	-18.7%	-2.0%	
GAVISCON-TOTAL DIGESTIVE HEALTH	1.9%	3.4%	1.5%	9.4%	8.2%	-25.2%	5.8%	-4.4%	2.6%	-3.6%	8.4%	-0.3%	0.0%	0.0%	
MAALOX-TOTAL DIGESTIVE HEALTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
PREVACID 24HR-TOTAL DIGESTIVE HEALTH	-11.4%	-16.6%	-1.2%	-24.6%	-10.6%	-20.8%	-11.8%	-3.5%	-16.4%	14.2%	-19.9%	-6.5%	-75.5%	12.3%	
TUMS-TOTAL DIGESTIVE HEALTH	6.1%	3.1%	-4.0%	-3.0%	12.2%	-24.7%	17.8%	-12.7%	19.5%	0.1%	9.2%	17.3%	167.7%	52.0%	
LAXATIVES (Adult + Ped)	1.4%	3.1%	0.6%	1.2%	7.5%	4.0%	6.2%	3.1%	4.2%	7.3%	4.6%	3.5%	-11.5%	-15.1%	
NOVARTIS-LAXATIVES	26.7%	23.4%	35.5%	6.7%	41.6%	73.6%	11.0%	33.8%	15.6%	63.5%	75.2%	28.4%	-17.9%	35.2%	
NOVARTIS + GSK-LAXATIVES	17.0%	13.9%	24.2%	5.6%	27.5%	19.8%	2.1%	22.9%	10.3%	42.7%	37.5%	21.8%	-18.1%	14.3%	
BENEFIBER-LAXATIVES	36.1%	23.6%	55.5%	-9.0%	65.2%	77.9%	11.0%	57.2%	31.7%	87.9%	94.4%	49.2%	-17.9%	35.2%	
CITRUCEL-LAXATIVES	-5.5%	-9.3%	-5.0%	3.7%	0.6%	-36.4%	-32.9%	-5.2%	-6.1%	-9.0%	-10.7%	6.5%	-18.4%	-15.7%	
EX-LAX-LAXATIVES	11.3%	22.8%	2.1%	38.6%	3.8%	64.0%	10.7%	-4.8%	-7.5%	22.8%	23.9%	13.7%	0.0%	0.0%	
PERDIEM-LAXATIVES	-18.2%	91.3%	40.9%	0.0%	51.2%	0.0%	0.0%	71.6%	-93.4%	54.6%	0.0%	-97.7%	0.0%	0.0%	