

Pharmavite 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
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 MULTIVITAMINS	2.2%	3.9%	-0.5%	8.5%	8.0%	0.0%	3.2%	-4.4%	8.7%	0.4%	1.7%	4.0%	6.4%	2.8%
NATURE MADE-ADULT MULTIVITAMINS	25.2%	19.7%	24.1%	56.8%	14.2%	15.7%	52.8%	29.4%	69.1%	3.0%	23.0%	24.6%	-100.0%	137.9%
CHILDRENS LETTER VITAMINS	-4.1%	4.1%	12.4%	-5.7%	-6.3%	-41.2%	3.5%	3.6%	51.3%	17.9%	-14.3%	-11.1%	0.0%	0.0%
VOOTS-CHILDRENS LETTER VITAMINS	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%
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%
NATURE MADE-ADULT SUPPLEMENTS-CALCIUM	4.0%	-0.2%	7.2%	27.3%	-14.0%	11.0%	8.9%	14.1%	34.1%	-10.9%	-18.2%	34.7%	0.0%	32.0%
ADULT SUPPLEMENTS-HEART	-5.1%	-5.3%	-6.9%	5.9%	-1.1%	11.3%	-0.8%	-5.0%	1.6%	-14.0%	-6.2%	-4.9%	3.1%	-7.6%
NATURE MADE-ADULT SUPPLEMENTS-HEART	-1.8%	-1.4%	-2.6%	12.8%	-4.2%	30.1%	-8.0%	8.2%	42.7%	-31.1%	-17.4%	-18.5%	513.9%	13.7%
TOTAL PROBIOTICS-PROBIOTICS - NUTRITIONALS	26.5%	38.3%	18.5%	46.7%	35.7%	34.0%	97.3%	26.6%	21.3%	13.9%	50.4%	28.0%	-46.9%	-10.3%
NATURE MADE-PROBIOTICS-NUTRITIONALS	84.9%	17.1%	85.5%	22.6%	34.6%	1.6%	-78.9%	114.7%	282.8%	33.0%	231.7%	181154.1%	0.0%	91.1%
ADULT SUPPLEMENTS-exclding Calcium, Heart, & Probiotics	6.4%	5.5%	6.4%	6.8%	9.6%	10.7%	12.8%	11.1%	12.3%	4.2%	3.4%	8.9%	8.9%	6.9%
NATURES RESOURCE-Adult Supps excl C, H, and Pro	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%
EAT YOUR VOOOTS-Adult Supps excl C, H, and Pro	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%
PHARMAVITE-Adult Supps excl C, H, and Pro	6.3%	10.7%	-1.8%	23.8%	6.3%	9.3%	-13.9%	13.3%	46.2%	-34.8%	4.9%	21.7%	1.8%	4.9%