

Reckitt Benckiser 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%	1.2%	1.7%	4.0%	6.4%	2.8%
SCHIFF-ADULT MULTIVITAMINS	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%
CHILDRENS MULTIVITAMINS	-8.2%	-6.7%	-9.8%	-9.2%	5.8%	-38.9%	-14.1%	-12.4%	-14.4%	-3.9%	-8.6%	-5.7%	-15.0%	-6.7%
SCHIFF-CHILDRENS MULTIVITAMINS	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%
SCHIFF-ADULT SUPPLEMENTS-CALCIUM	-25.6%	-21.6%	0.0%	0.0%	-29.6%	-100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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%
MEGA RED-ADULT SUPPLEMENTS-HEART	-28.3%	-6.4%	-38.8%	23.7%	-19.3%	45.3%	-30.3%	-49.1%	50.4%	-43.2%	-16.1%	-26.6%	-16.4%	-49.0%
SCHIFF-ADULT SUPPLEMENTS-HEART	-34.2%	-34.2%	0.0%	0.0%	-31.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
RECKITT BENCKISER-ADULT SUPPLEMENTS-HEART	-28.3%	-7.0%	-38.8%	23.7%	-20.3%	45.3%	-30.3%	-49.1%	50.4%	-43.2%	-16.1%	-26.6%	-16.4%	-49.0%
PROBIOTICS CORE-PROBIOTICS - NUTRITIONALS	29.7%	37.7%	23.4%	46.6%	30.2%	38.9%	102.9%	34.3%	28.4%	16.2%	68.0%	30.5%	-46.9%	-10.3%
SCHIFF-ADULT SUPPLEMENTS-PROBIOTICS CORE	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-excluding 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%
SCHIFF-ADULT SUPPLEMENTS-excl C, H, & Pro	-18.2%	-15.3%	-12.4%	-8.1%	-35.4%	-1.5%	-2.9%	-3.4%	12.1%	-99.8%	-41.9%	-21.0%	0.8%	-63.9%
WEIDER-ADULT SUPPLEMENTS-excl C, H, & 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%
RECKITT BENCKISER-ADULT SUPPLEMENTS-excl C, H, & Pro	-7.1%	-10.2%	-3.0%	11.5%	-38.0%	2.1%	-24.5%	7.6%	5.9%	-25.8%	-1.9%	-3.4%	-2.7%	-49.4%
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%
DELSYM-CCSF	-0.5%	2.4%	-5.1%	28.0%	1.9%	19.1%	8.9%	-11.1%	1.1%	4.8%	10.3%	-0.4%	0.0%	-31.7%
MUCINEX-CCSF	6.5%	11.4%	2.8%	48.3%	13.4%	10.8%	21.4%	1.7%	17.5%	4.2%	-6.0%	14.0%	5.2%	-19.2%
RECKITT BENCKISER-CCSF	5.4%	9.9%	1.5%	44.7%	11.6%	12.1%	19.3%	-0.6%	14.7%	4.3%	-3.3%	12.1%	11.4%	-20.9%
ALLERGY (Adult + Ped)	1.6%	8.5%	-2.7%	4.0%	4.0%	0.4%	26.5%	-2.7%	3.7%	-0.2%	-18.3%	7.1%	4.2%	40.3%
MUCINEX-ADULT ALLERGY	-74.3%	-56.6%	-58.4%	-22.3%	-59.0%	-69.2%	-100.0%	-29.1%	-21.4%	-99.1%	-100.0%	-99.9%	-100.0%	-98.2%
RECKITT BENCKISER INC-UPPER RESPIRATORY	3.7%	6.9%	1.3%	34.8%	8.6%	8.0%	14.9%	0.5%	12.8%	3.4%	-7.8%	9.5%	10.8%	-25.5%
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%
DIGESTIVE ADVANTAGE-TOTAL DIGESTIVE HEALTH	9.3%	20.6%	-6.3%	1.2%	47.0%	34.3%	36.3%	-21.8%	32.6%	-11.1%	28.2%	9.6%	8.8%	6.2%
CORE PROBIOTICS - DIGESTIVE HEALTH	16.0%	16.3%	9.1%	19.9%	15.3%	14.0%	17.6%	7.1%	16.6%	9.3%	31.0%	19.0%	33.2%	18.1%
DIGESTIVE ADVANTAGE-PROBIOTICS-DH	9.3%	20.6%	-6.3%	1.2%	47.0%	34.3%	36.3%	-21.8%	32.6%	-11.1%	28.2%	9.6%	8.8%	6.2%