



ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 6,010 serious supplement users explores consumers' perceptions of the brands they use and of the merchants from which they buy these products. It also analyzes usage of specific types of supplements. In addition to the Brands and Merchants Analyses Report, customized analyses of single brands and merchants are available.

Brands & Merchants Analyses Report (2011) -- Including Supplement Usage Analysis

The purpose of the report is to show how consumers rate the leading brands and merchants of supplements. Each of the leading 70 brands and 33 merchants is compared. The report also shows the popularity of hundreds of additional brands and merchants rated by respondents (see attached Contents description).

Brands Covered (Sample size per brand of 100 to 1,707 respondents)

▪ Advanced BioSolutions (Dr. Sinatra)	▪ Garden of Life	▪ Natural Factors	▪ Solgar
▪ Barlean's	▪ GNC	▪ Nature Made	▪ Source Naturals
▪ Biotics Research	▪ Healthy Origins	▪ Nature's Bounty	▪ Spring Valley (Wal-Mart)
▪ Biotivia	▪ Jamieson (Canada)	▪ Nature's Life	▪ Standard Process
▪ Bluebonnet	▪ Jarrow	▪ Nature's Plus	▪ Sundown
▪ Caltrate	▪ Juice Plus	▪ Nature's Way	▪ Swanson
▪ Carlson Labs	▪ Julian Whitaker	▪ New Chapter	▪ Thorne Research
▪ Centrum	▪ KAL	▪ Nordic Naturals	▪ Trader Darwin (Trader Joe's)
▪ Citracal	▪ Kirkland (Costco)	▪ NOW Foods	▪ TruNature (Costco)
▪ Cosamin	▪ Kroger	▪ NSI (Vitacost.com)	▪ Twinlab
▪ Country Life	▪ Kyolic (Wakunaga)	▪ Nutrilite	▪ USANA
▪ CVS	▪ Life Extension Foundation	▪ One-A-Day	▪ Vitamin Shoppe
▪ Doctor's Best	▪ Member's Mark (Sam's Club)	▪ Pure Encapsulations	▪ Vitamin World
▪ Douglas Laboratories	▪ Metagenics	▪ Puritan's Pride	▪ Walgreens (Finest Naturals)
▪ Dr. Mercola	▪ Mountain Home Nutritionals (Dr. Williams)	▪ Purity Products	▪ Weil (Andrew Weil, M.D.)
▪ Enzymatic Therapy	▪ Natrol	▪ Rainbow Light	▪ Whole Foods
▪ Equate (Wal-Mart)		▪ RiteAid	
▪ Gaia Herbs		▪ Schiff	
		▪ Shaklee	
		▪ Solaray	

Merchants Covered (Sample size per merchant of 102 to 1,354 respondents)

▪ Advanced BioSolutions	▪ Life Extension Foundation	▪ Sam's Club
▪ Amazon.com	▪ Local Co-Op	▪ Shaklee
▪ BJ's	▪ Local Drugstore	▪ Swanson
▪ BodyBuilding.com	▪ Local Health Food Store	▪ Target
▪ Costco	▪ LuckyVitamins.com	▪ Trader Joe's
▪ CVS	▪ Mercola.com	▪ USANA
▪ Dr. Julian Whitaker	▪ Mountain Home Nutritionals	▪ Vitacost.com
▪ Drugstore.com	▪ Nutrilite	▪ Vitamin Shoppe
▪ GNC	▪ Publix	▪ Vitamin World
▪ Healthcare Practitioner's Office	▪ Puritan's Pride	▪ Walgreens
▪ iHerb.com	▪ RiteAid	▪ Wal-Mart
▪ K-Mart	▪ Safeway	▪ Whole Foods
▪ Kroger		

Supplements Categories Covered

Amino Acids, B Vitamins, Calcium, CoQ10, Digestive Enzymes, Fish Oil/Omega-3s, Flaxseed/Other Oils, Glucosamine/Chondroitin, Green Tea/Extract, Herbs/Extracts, Iron, Melatonin, Menopause, Multivitamins, Muscle Enhancers, Nutrition Bars, Nutrition Drinks/Shakes/Powders, Other Minerals, Plant Sterols/Stanol, Probiotics, Red Yeast Rice, Resveratrol, Sexual Enhancement Supplements, Super Fruits, Vitamin A/Beta-carotene, Vitamin C, Vitamin D, Vitamin E, Vitamin K, and Weight Loss.

To order or for more information, please contact: Lisa Sabin at lisa.sabin@consumerlab.com; 609-936-0770

ConsumerLab.com Survey of Vitamin and Supplement Users Brands and Merchants Analyses Report (2011) - Contents

<p>Brand Analyses:</p> <ul style="list-style-type: none"> ▪ Introduction to Brand Analyses ▪ Popularity of Brands (1,356) in Survey ▪ The Top Brands (70) of Supplements ▪ Overall Consumer Satisfaction with Top 70 Brands ▪ Consumer Satisfaction with Key Aspects of Top Brands <p>Merchant Analyses:</p> <ul style="list-style-type: none"> ▪ Introduction to Merchant Analyses ▪ Where Consumers are Buying Supplements ▪ Popularity of Merchants (1,186) in Survey ▪ The Top Merchants (33) of Supplements ▪ Overall Consumer Satisfaction with Top 33 Merchants ▪ Consumer Satisfaction with Key Aspects of Top Merchants <p>Analyses of most brand and merchant results by consumer age, gender and total daily supplements used.</p> <p>Supplement Usage Analysis:</p> <ul style="list-style-type: none"> ▪ Specific Types of Supplements Purchased ▪ Analyses by total daily supplements used, age, and gender <p>Appendix:</p> <ul style="list-style-type: none"> ▪ Methodology ▪ Respondent Demographics and Supplement Usage 	<p>LIST OF FIGURES AND TABLES</p> <p>Fig. 1: Popularity of supplement brands (1,356 brands)</p> <p>Fig. 2: Consumer overall satisfaction with their supplements (% highly satisfied) (Top 70 brands)</p> <p>Fig. 3: Consumer satisfaction with supplement availability</p> <p>Fig. 4: Consumer satisfaction with perceived quality</p> <p>Fig. 5: Consumer satisfaction with perceived effectiveness</p> <p>Fig. 6: Consumer satisfaction with supplement value</p> <p>Figs. 7 - 10: Types of supplements purchased – most popular as well as analyses by total number purchased, age, and gender</p> <p>Fig. 11: Types of merchants consumers use</p> <p>Fig. 12: Types of merchants consumers use – by number of supplements used</p> <p>Fig. 13: Types of merchants consumers use – by age</p> <p>Fig. 14: Types of merchants consumers use – by gender</p> <p>Fig. 15: Popularity of merchants consumers use (1,186 merchants)</p> <p>Fig. 16: Consumer overall satisfaction with merchants (% highly satisfied) (Top 33 merchants)</p> <p>Fig. 17: Consumer satisfaction with merchant’s product selection</p> <p>Fig. 18: Consumer satisfaction with merchant’s prices</p> <p>Fig. 19: Consumer satisfaction with merchant’s information about products</p> <p>Fig. 20: Consumer satisfaction with merchant’s customer service</p> <p>Tables 1 - 5: Consumer satisfaction with brands: <i>all</i> responses for topics in Figs. 2 – 6</p> <p>Tables 6 - 10: Consumer satisfaction (mean scores) with brands by 1) daily usage, 2) age and 3) gender for topics in Figs. 2 – 6</p> <p>Tables 11 - 17: Consumer satisfaction with merchants: <i>all</i> responses for topics in Figs. 12 – 16 as well as for speed of delivery and ease of return.</p> <p>Tables 18 - 24: Consumer satisfaction (mean scores) with merchants by 1) daily usage, 2) age and 3) gender for topics in Figs. 12 – 16</p> <p>Tables 25 - 27: Respondent demographics by 1) supplements taken per day, 2) age and 3) gender</p>
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Single Brand or Merchant Analysis – Contents

Customized reports further analyzing a specific brand, merchant, or supplement type are available and include the following:

<p>For Specific Brand or Merchant:</p> <ul style="list-style-type: none"> ▪ Brands Used in Combination with this Brand or Merchant ▪ Types of Merchants Used by Customers ▪ Specific Merchants Used by Customers ▪ Consumer Demographics (Age & Gender) ▪ Number of Supplements Used Daily 	<p>LIST OF FIGURES AND TABLES:</p> <p>Fig. S-1: Brands used by customers</p> <p>Fig. S-2: Types of merchants used by customers</p> <p>Fig. S-3: Specific merchants used by customers</p> <p>Table S-1: Customer supplement usage – By age and gender</p> <p>Table S-2: Customer age – By usage and gender</p> <p>Table S-3: Customer gender – By usage and age</p>
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