



ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 10,326 supplement users explores consumers' perceptions of the brands, products and merchants they use, as well as their usage of specific types of supplements. In addition to the 121 page Brands and Merchants Analyses Report, customized analyses of single brands, products, and merchants are available.

Brands & Merchants Analyses Report (2014) -- 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 105 brands and 37 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 3,074 respondents)

▪ 21 st Century	▪ Dr. Sinatra (Advanced BioSolutions)	▪ Nature Made	▪ Simply Right (Sam's Club)
▪ Advanced	▪ Eclectic Institute	▪ Nature's Bounty	▪ SISU (Canada)
▪ Bionutritionals	▪ Enzymatic Therapy	▪ Nature's Life	▪ Solaray
▪ Align	▪ Enzymedica	▪ Nature's Plus	▪ Solgar
▪ Allergy Research Group	▪ Equate (Wal-Mart)	▪ Nature's Sunshine	▪ Source Naturals
▪ Andrew Lessman (Pro Caps)	▪ Ester-C	▪ Nature's Valley (Sav-on)	▪ Spectrum
▪ Barlean's	▪ Gaia Herbs	▪ Nature's Way	▪ Spring Valley
▪ Bausch & Lomb	▪ Garden of Life	▪ New Chapter	▪ Standard Process
▪ Berkley & Jensen (BJ Wholesale Club)	▪ GNC	▪ Nordic Naturals	▪ Sundown
▪ Biotics Research	▪ Healthy Origins	▪ NOW Foods	▪ Swanson
▪ Bluebonnet	▪ Herbalife	▪ Nutricology	▪ Thorne Research
▪ Caltrate	▪ Integrative Therapeutics	▪ Nutrigold	▪ Trader Darwin (Trader Joe's)
▪ Carlson Labs	▪ Jamieson (Canada)	▪ Nutrilite (Amway)	▪ TruNature (Costco)
▪ Centrum	▪ Jarrow	▪ One-A-Day	▪ Twinlab
▪ Citracal	▪ Juice Plus	▪ Optimum Nutrition	▪ Up & Up/Origins (Target)
▪ Cosamin	▪ Julian Whitaker	▪ Ortho Molecular	▪ USANA
▪ Country Life	▪ KAL	▪ Ostero Bi-Flex	▪ Vitacost (NSI)
▪ Culturelle	▪ Kirkland (Costco)	▪ Planetary Herbals	▪ Vitafusion
▪ CVS	▪ Kroger	▪ Phillips Colon Health	▪ Vitamin Shoppe
▪ Designs for Health	▪ Kyolic/Kyo-Dophilus (Wakunaga)	▪ Pure Encapsulations	▪ Vitamin World
▪ Doctor's Best	▪ Life Extension	▪ Puritan's Pride	▪ Walgreens (Finest Naturals)
▪ Douglas Laboratories	▪ MegaFoods	▪ Purity Products	▪ Webber Naturals (Canada)
▪ Dr. David Williams (Mountain Home Nutritionals)	▪ Melaleuca	▪ Quinol	▪ Weil (Andrew Weil, M.D.)
▪ Dr. Mercola	▪ Metagenics	▪ Rainbow Light	▪ Whole Foods
▪ Dr. Ohhira	▪ Natrol	▪ Renew Life	▪ Xymogen
	▪ Natural Factors (Canada)	▪ Reserveage Organics	
	▪ Natural Factors (U.S.)	▪ RiteAid	
		▪ Schiff	
		▪ Shaklee	

Merchants Covered (Sample size per merchant of 103 to 2,074 respondents)

▪ Amazon.com	▪ Life Extension	▪ Shoppers Drug Mart
▪ BJ's	▪ Local Co-Op	▪ Sprouts Farmer's Market
▪ Costco	▪ Local Drugstore	▪ Swanson
▪ CVS	▪ Local Health Food Store	▪ Target
▪ Dr. David Williams/Mt Home Nutritionals	▪ Local Supermarket	▪ Trader Joe's
▪ Dr. Julian Whitaker	▪ LuckyVitamins.com	▪ USANA
▪ Dr. Mercola/Mercola.com	▪ Nutrilite	▪ Vitacost.com
▪ Dr. Sinatra/Advanced BioSolutions	▪ Publix	▪ Vitamin Cottage
▪ Dr. Weil	▪ Pure Formulas	▪ Vitamin Shoppe
▪ Drugstore.com	▪ Puritan's Pride	▪ Vitamin World
▪ GNC	▪ RiteAid	▪ Walgreens
▪ Healthcare Practitioner's Office	▪ Safeway	▪ Wal-Mart
▪ iHerb.com	▪ Sam's Club	▪ Wegman's
▪ Kroger	▪ Shaklee	▪ Whole Foods

Supplements Categories Covered (Including brand-specific satisfaction ratings for those in **bold**)

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

ConsumerLab.com Survey of Vitamin and Supplement Users Brands and Merchants Analyses Report (2014) - Contents

<p>Brand Analyses:</p> <ul style="list-style-type: none"> ▪ Introduction to Brand Analyses ▪ Popularity of Brands (1,639) in Survey ▪ The Top Brands (105) of Supplements ▪ Overall Consumer Satisfaction with Top Brands ▪ Consumer Satisfaction with Key Aspects of Top Brands ▪ Satisfaction with <i>Types of Supplements by Brand</i> <p>Merchant Analyses:</p> <ul style="list-style-type: none"> ▪ Introduction to Merchant Analyses ▪ Where Consumers are Buying Supplements ▪ Popularity of Merchants (788) in Survey ▪ The Top Merchants (37) of Supplements ▪ Overall Consumer Satisfaction with Top 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 (1,639 brands)</p> <p>Fig. 2: Consumer overall satisfaction with their supplements (% highly satisfied) (Top 105 brands)</p> <p>Fig. 3: Consumer satisfaction with supplement availability</p> <p>Fig. 4: Consumer satisfaction with prices</p> <p>Fig. 5: Consumer satisfaction with perceived effectiveness</p> <p>Figs. 6 - 9: Types of supplements purchased – most popular as well as analyses by total number purchased, age, and gender</p> <p>Figs. 10 - 16: Consumer satisfaction with <i>type of supplement by brand</i> for Calcium, CoQ10, Fish Oil, Glucosamine/Chondroitin, Multivitamin, Probiotic, and Digestive Enzymes</p> <p>Fig. 17: Types of merchants consumers use</p> <p>Fig. 18: Types of merchants consumers use – by number of supplements used</p> <p>Fig. 19: Types of merchants consumers use – by age</p> <p>Fig. 20: Types of merchants consumers use – by gender</p> <p>Fig. 21: Popularity of merchants consumers use (851 merchants)</p> <p>Fig. 22: Consumer overall satisfaction with merchants (% highly satisfied) (Top 37 merchants)</p> <p>Fig. 23: Consumer satisfaction with merchant's product selection</p> <p>Fig. 24: Consumer satisfaction with merchant's prices</p> <p>Fig. 25: Consumer satisfaction with merchant's information about products</p> <p>Fig. 26: Consumer satisfaction with merchant's customer service</p> <p>Fig. 27: Consumer satisfaction with merchant's speed of delivery</p> <p>Fig. 28: Consumer satisfaction with ease of returning product</p> <p>Tables 1 - 4: Consumer satisfaction with brands: <i>all</i> responses for topics in Figs. 2 – 6</p> <p>Tables 5 - 8: Consumer satisfaction (mean scores) with brands by 1) daily usage, 2) age and 3) gender for topics in Figs. 2 – 6</p> <p>Tables 9 - 15: Consumer satisfaction with type of supplement by brand: <i>all</i> responses for those in Figs. 11 -16.</p> <p>Tables 16 - 22: 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 23 - 29: Consumer satisfaction (mean scores) with merchants by 1) daily usage, 2) age and 3) gender for topics in Figs. 12 – 16</p> <p>Tables 30 - 32: 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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