



ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 10,260 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 129-page Brands and Merchants Analyses Report, customized analyses of single brands, products, and merchants are available.

Brands & Merchants Analyses Report (2012) -- 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 90 brands and 36 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 2,477 respondents)

▪ Advanced BioSolutions (Dr. Sinatra)	▪ Equate (Wal-Mart)	▪ Natural Factors (Canada)	▪ Solaray
▪ Align	▪ Ester-C	▪ Natural Factors (U.S.)	▪ Solgar
▪ American Health	▪ Gaia Herbs	▪ Nature Made	▪ Source Naturals
▪ Andrew Lessman	▪ Garden of Life	▪ Nature's Bounty	▪ Spectrum
▪ Barlean's	▪ GNC	▪ Nature's Life	▪ Spring Valley (Wal-Mart)
▪ Berkley & Jensen (BJ Wholesale Club)	▪ Healthy Origins	▪ Nature's Plus	▪ Standard Process
▪ Biotics Research	▪ Herbalife	▪ Nature's Sunshine	▪ Sundown
▪ Biotivia	▪ Integrative Therapeutics	▪ Nature's Way	▪ Swanson
▪ Bluebonnet	▪ Jamieson (Canada)	▪ New Chapter	▪ Thorne Research
▪ Caltrate	▪ Jarrow	▪ Nordic Naturals	▪ Trader Darwin (Trader Joe's)
▪ Carlson Labs	▪ Juice Plus	▪ NOW Foods	▪ TruNature (Costco)
▪ Centrum	▪ Julian Whitaker	▪ Nutricology	▪ Twinlab
▪ Citracal	▪ KAL	▪ Nutrilite	▪ USANA
▪ Cosamin	▪ Kirkland (Costco)	▪ One-A-Day	▪ Vitacost (NSI)
▪ Country Life	▪ Kroger	▪ Optimum Nutrition	▪ Vitamin Shoppe
▪ Culturelle	▪ Kyolic (Wakunaga)	▪ Ortho Molecular	▪ Vitamin World
▪ CVS	▪ Life Extension	▪ Ostero Bi-Flex	▪ Walgreens (Finest Naturals)
▪ Designs for Health	▪ MegaFoods	▪ Planetary Herbals	▪ Webber Naturals (Canada)
▪ Doctor's Best	▪ Member's Mark (Sam's Club)	▪ Pure Encapsulations	▪ Weil (Andrew Weil, M.D.)
▪ Douglas Laboratories	▪ Metagenics	▪ Puritan's Pride	▪ Whole Foods
▪ Dr. Mercola	▪ Mountain Home Nutritionals	▪ Purity Products	
▪ Eclectic Institute	▪ Natrol	▪ Rainbow Light	
▪ Enzymatic Therapy		▪ RiteAid	
		▪ Schiff	
		▪ Shaklee	

Merchants Covered (Sample size per merchant of 100 to 1,738 respondents)

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

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, Melatonin, Menopause, **Multivitamins**, Muscle Enhancers, Nutrition Bars, Nutrition Drinks/Shakes/Powders, Other Minerals, Plant Sterols/Stanols, **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.

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ConsumerLab.com Survey of Vitamin and Supplement Users Brands and Merchants Analyses Report (2012) - Contents

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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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