



ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 11,534 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 114 page Brands and Merchants Analyses Report, customized analyses of single brands, products, and merchants are available.

Brands & Merchants Analyses Report (2016) -- 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 110 brands and 45 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 109 to 3,108 respondents)

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

Merchants Covered (Sample size per merchant of 102 to 2,614 respondents)

▪ Advance Bionutritionals	▪ Life Extension	▪ Sam's Club
▪ Amazon.com	▪ Local Co-Op	▪ Shaklee
▪ BJ's	▪ Local Health Food Store	▪ Shoppers Drug Mart
▪ Costco	▪ Local Pharmacy	▪ Sprouts Farmer's Market
▪ CVS	▪ Local Supermarket	▪ Stop Aging Now (SAN)
▪ Dr. DavidWilliams.com	▪ LuckyVitamins.com	▪ Swanson
▪ Dr. Sinatra.com	▪ Mercola.com	▪ Target
▪ Dr. Whitaker.com	▪ Metagenics	▪ Trader Joe's
▪ Drugstore.com	▪ Natural Grocers	▪ USANA
▪ eBay	▪ Nutrilite (Amway)	▪ Vitacost.com
▪ GNC	▪ Publix	▪ Vitamin Shoppe
▪ Healthcare Practitioner's Office	▪ Pure Formulas	▪ Vitamin World
▪ HEB Grocery	▪ Puritan's Pride	▪ Walgreens
▪ iHerb.com	▪ Rite Aid	▪ Walmart
▪ Kroger	▪ Safeway Foods	▪ Whole Foods

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

Amino Acids, Astaxanthin/Zeaxanthin, B Vitamins, **Calcium**, Cinnamon, Cocoa Flavanols, **CoQ10**, Cranberry, Curcumin/Turmeric, Digestive Enzymes, Echinacea, Fiber, **Fish Oil/Omega-3s**, Flaxseed/Other Oils, Garlic, Ginseng, **Glucosamine/Chondroitin**, Green Tea/Extract, Iron, L-Arginine, Magnesium, Melatonin, Menopause, Memory (Ginkgo, Huperzine A), Milk Thistle, **Multivitamins**, Niacin, Nutrition/Protein Bars, Nutrition/Protein Drinks/Shakes/Powders, Plant Sterols/Stanolols, Potassium, **Probiotics**, Red Yeast Rice, **Resveratrol**, Rhodiola, Saw Palmetto, Sexual Enhancement Supplements, Sports Supplements, St. John's Wort, Super Fruits, Valerian, Vascular Support (OPCs), Vision Support (Lutein/Zeaxanthin), Vitamin A/Beta-carotene, Vitamin C, Vitamin D, Vitamin E, Vitamin K, Weight Loss, and Zinc.

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ConsumerLab.com Survey of Vitamin and Supplement Users Brands and Merchants Analyses Report (2016) - Contents

<p>Brand Analyses:</p> <ul style="list-style-type: none"> ▪ Introduction to Brand Analyses ▪ Popularity of Brands (963) in Survey ▪ The Top Brands (110) 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 (399) in Survey ▪ The Top Merchants (45) 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 (963 brands)</p> <p>Fig. 2: Consumer overall satisfaction with their supplements (% highly satisfied) (Top 110 brands)</p> <p>Fig. 3: Consumer satisfaction with supplement availability</p> <p>Fig. 4: Consumer satisfaction with supplement prices</p> <p>Fig. 5: Consumer satisfaction with supplement value</p> <p>Fig. 6: Consumer satisfaction with supplement customer service</p> <p>Figs. 7 - 10: Types of supplements purchased – most popular as well as analyses by total number purchased, age, and gender</p> <p>Figs. 11 - 18: Consumer satisfaction with <i>type of supplement by brand</i> for Calcium, CoQ10, Fish Oil, Glucosamine/Chondroitin, Multivitamin, Probiotic, Resveratrol and Vitamin D</p> <p>Fig. 19: Types of merchants consumers use</p> <p>Fig. 20: Types of merchants consumers use – by number of supplements used</p> <p>Fig. 21: Types of merchants consumers use – by age</p> <p>Fig. 22: Types of merchants consumers use – by gender</p> <p>Fig. 23: Popularity of merchants consumers use (842 merchants)</p> <p>Fig. 24: Consumer overall satisfaction with merchants (% highly satisfied) (Top 45 merchants)</p> <p>Fig. 25: Consumer satisfaction with merchant’s product selection</p> <p>Fig. 26: Consumer satisfaction with merchant’s prices</p> <p>Fig. 27: Consumer satisfaction with merchant’s information about products</p> <p>Fig. 28: Consumer satisfaction with merchant’s customer service</p> <p>Fig. 29: Consumer satisfaction with merchant’s speed of delivery</p> <p>Fig. 30: Consumer satisfaction with ease of returning product</p> <p>Tables 1 - 5: Consumer satisfaction with brands: <i>all</i> responses for topics in Figs. 2 – 6</p> <p>Tables 6: Consumer satisfaction with brands by 1) daily usage, 2) age and 3) gender for topics in Fig. 1</p> <p>Tables 7 - 14: Consumer satisfaction with type of supplement by brand: <i>all</i> responses for those in Figs. 11 -18.</p> <p>Tables 15 - 21: Consumer satisfaction with merchants: <i>all</i> responses for topics in Figs. 24 – 30</p> <p>Tables 22: Consumer satisfaction with merchants by 1) daily usage, 2) age and 3) gender for topics in Fig 23</p> <p>Tables 23 - 25: 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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