



ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 10,329 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 142 page Brands and Merchants Analyses Report, customized analyses of single brands, products, and merchants are available.

Brands & Merchants Analyses Report (2015) -- 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 115 brands and 51 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 3,232 respondents)

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

Merchants Covered (Sample size per merchant of 103 to 2,380 respondents)

▪ Advance Bionutritionals	▪ HEB Grocery	▪ RiteAid
▪ Amazon.com	▪ Home Shopping Network (HSN)	▪ Safeway
▪ Andrew Lessman/ProCaps	▪ iHerb.com	▪ Sam's Club
▪ BJ's	▪ Kroger	▪ Shoppers Drug Mart
▪ BodyBuilding.com	▪ Life Extension	▪ Sprouts Farmer's Market
▪ Costco	▪ Local Co-Op	▪ Stop Aging Now (SAN)
▪ CVS	▪ Local Drugstore	▪ Swanson
▪ Dr. David Williams	▪ Local Health Food Store	▪ Target
▪ Dr. Julian Whitaker	▪ Local Supermarket	▪ Trader Joe's
▪ Dr. Mercola/Mercola.com	▪ LuckyVitamins.com	▪ USANA
▪ Dr. Sinatra	▪ Meijer Supermarkets	▪ Vitacost.com
▪ Dr. Weil	▪ Metagenics	▪ Vitamin Shoppe
▪ Drugstore.com	▪ Natural Grocers	▪ Vitamin World
▪ eBay	▪ Nutrilite	▪ Walgreens
▪ Fred Meyer	▪ Publix	▪ Wal-Mart
▪ GNC	▪ Pure Formulas	▪ Wegman's
▪ Healthcare Practitioner's Office	▪ Puritan's Pride	▪ 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/Stanoles, **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.

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ConsumerLab.com Survey of Vitamin and Supplement Users Brands and Merchants Analyses Report (2015) - Contents

<p>Brand Analyses:</p> <ul style="list-style-type: none"> ▪ Introduction to Brand Analyses ▪ Popularity of Brands (1,709) in Survey ▪ The Top Brands (115) 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 (891) in Survey ▪ The Top Merchants (51) 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 (1,709 brands)</p> <p>Fig. 2: Consumer overall satisfaction with their supplements (% highly satisfied) (Top 115 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 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>Figs. 11 - 18: Consumer satisfaction with <i>type of supplement by brand</i> for Calcium, CoQ10, Digestive Enzymes, Fish Oil, Glucosamine/Chondroitin, Multivitamin, Probiotic and Resveratrol</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 (891 merchants)</p> <p>Fig. 24: Consumer overall satisfaction with merchants (% highly satisfied) (Top 46 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 - 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 - 18: Consumer satisfaction with type of supplement by brand: <i>all</i> responses for those in Figs. 11 -18.</p> <p>Tables 19 - 25: Consumer satisfaction with merchants: <i>all</i> responses for topics in Figs. 24 – 30 as well as for speed of delivery and ease of return.</p> <p>Tables 26 - 32: Consumer satisfaction (mean scores) with merchants by 1) daily usage, 2) age and 3) gender for topics in Figs. 20 – 22</p> <p>Tables 33 - 35: 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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