

DRUG STORE NEWS®

Vol. 31 No. 7

The Business of Retail Pharmacy

A Lebhar-Friedman® Publication

June 29, 2009

Our products deliver
what they promise.
So do we.



leadership

#1 Hand & Body
Manufacturer*



strength

#1 in Men's Care
excluding shaving***



innovation

3 of the top 10 new items
in the Women's Body
Wash Category.†



growth

#1 growth driver in the
Lip Care category.**



BDF ●●●●●

Beiersdorf

Passion for Skin & Beauty Care

www.bdfusa.com

*Source: Nielsen, Total US FDM excluding Wal-Mart, YTD through 5/23/09, Dollar Sales

**Source: Nielsen, 52 Weeks Ending 5/2/09, Total US FDM excluding Wal-Mart, Dollar Sales

†Source: Nielsen, 26 Weeks Ending 5/2/09, Total US FDM excluding Wal-Mart, Dollar Sales

‡Source: Nielsen, 13 Weeks Ending 5/23/09, Total US FDM excluding Wal-Mart, Dollar Sales

2009 HOT products Editor's Picks

Aura Cacia eco air freshener 'naturalizes' odors

By Mike Duff

Air fresheners were conceived to counter unpleasant aromas, but in the age of aromatherapy, they have to do more for the sensitive consumer with demand shifting to products that offer healthier and more soothing home environments.

With the recession prompting consumers to do more around the house, products that make the domestic routine more pleasant have found favor, including such atmospheric enhancements as home air fresheners, which enjoyed a 2.6% lift in dollar sales over the past year

despite falling into the discretionary spending category at a time when many such products have sales declines.

Within the category, a discernable change is taking place toward air fresheners that address concerns beyond the basic one of making a bad smell go away. Odor-neutralizing products that kill bacteria as they work have enjoyed success, but a shift continues as such authoritative sources as the United States Environmental Protection Agency — which issued reports about fragrances from household products causing injury to marine life — and as popular as WebMD call into question the safety of synthetic fragrances.

Naturally, manufacturers have stepped in to provide consumers with air fresheners that calm chemical concerns, including Aura Cacia, which has launched its first all-natural essential oils electric air freshener.

The new Aura Cacia Electric Aromatherapy Air Fresheners line uses only

Home air fresheners

BRAND	SALES*	% CHG
CATEGORY TOTAL	\$145.6	2.6%
GLADE PLUGINS	21.7	3.9
AIRWICK BY WIZARD FRESHMATIC	13.9	-7.3
FEBREZE NOTICEABLES	10.2	-10.1
FEBREZE AIR EFFECTS	10.2	3.8
GLADE	7.6	7.3
LYSOL NEUTRA AIR	6.7	14.9
PRIVATE LABEL	6.6	72.2
AIRWICK BY WIZARD	6.0	-21.1
OUST	5.3	-19.6
RENUZIT LONGLAST	5.2	12.5

* In millions
Source: Information Resources Inc. for the 52 weeks ended April 19 across food, drug and mass (excluding Walmart)

100% pure essential oils to provide fragrance. Product packaging includes a full ingredient deck to assure consumers that only natural ingredients contribute to fragrance formulas. Aura Cacia oils come in four aromas — lavender, lime and grapefruit, bergamot and orange, and spices and clove.

