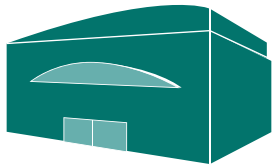




A review of HRG-identified best sellers shows that even in competitive subcategories, the margin spread can be surprising and vary depending on the channel.\*

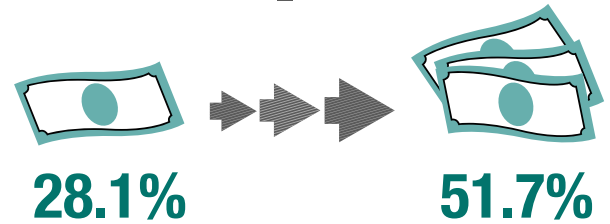
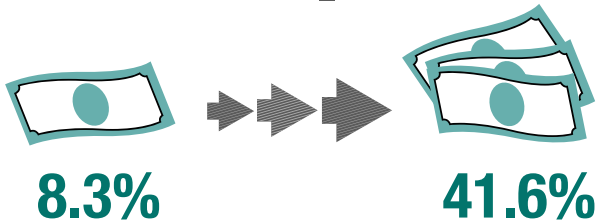
# 18 BEST SELLERS comparison

Mass



vs

Drug



**33.3%** margin spread

**23.6%** margin spread

\*Calculations use a base cost and do not reflect incentives, discounts, or merchant-specific programs.



How are you establishing MSRP?

