

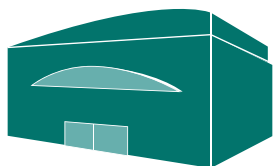


# PAIN RELIEF >>>> INTERNAL PAIN

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.\*

## 28 BEST SELLERS comparison

Mass

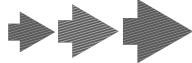


vs

Drug



3.7%



40.1%

36.4% margin spread



14.3%



50.1%

35.8% margin spread

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



Make sure your research factors in retail price variance across all U.S. markets.

