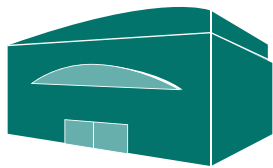




A review of HRG-identified best sellers shows that even in competitive subcategories, the margin spread can be surprising and vary depending on the channel.*

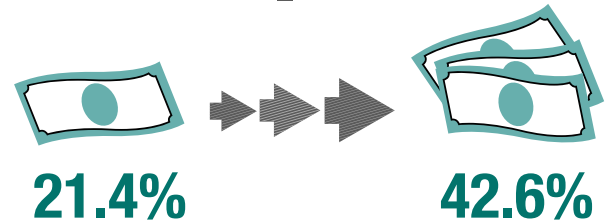
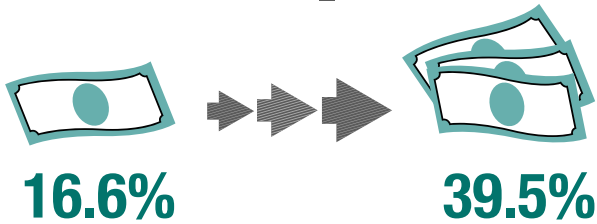
15 BEST SELLERS comparison

Mass



vs

Drug



22.9% margin spread

21.2% margin spread

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



What is your strategy for positioning MSRP and retailer incentive programs?

