



ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 10,862 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 130 page Brands and Merchants Analyses Report, customized analyses of single brands, products, and merchants are available.

Brands & Merchants Analyses Report (2013) -- 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 91 brands and 40 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 2,526 respondents)

Align	Eclectic Institute	Natural Factors (U.S.)	Shaklee
Andrew Lessman (Pro Caps)	Enzymatic Therapy	Nature Made	Solaray
Bausch & Lomb	Enzymedica	Nature's Bounty	Solgar
Barlean's	Equate (Wal-Mart)	Nature's Life	Source Naturals
Berkley & Jensen (BJ Wholesale Club)	Ester-C	Nature's Plus	Spectrum
Biotics Research	Gaia Herbs	Nature's Sunshine	Spring Valley (Wal-Mart)
Bluebonnet	Garden of Life	Nature's Way	Standard Process
Caltrate	GNC	New Chapter	Sundown
Carlson Labs	Healthy Origins	Nordic Naturals	Swanson
Centrum	Integrative Therapeutics	NOW Foods	Thorne Research
Citracal	Jamieson (Canada)	Nutricology	Trader Darwin (Trader Joe's)
Cosamin	Jarrow	Nutrilite	TruNature (Costco)
Country Life	Juice Plus	One-A-Day	Twinlab
Culturelle	Julian Whitaker	Optimum Nutrition	Up & Up (Target)
CVS	KAL	Ortho Molecular	USANA
Designs for Health	Kirkland (Costco)	Ostero Bi-Flex	Vitacost (NSI)
Doctor's Best	Kyolic (Wakunaga)	Pure Encapsulations	Vitamin Shoppe
Douglas Laboratories	Life Extension	Puritan's Pride	Vitamin World
Dr. David Williams (Mountain Home Nutritionals)	MegaFoods	Purity Products	Walgreens (Finest Naturals)
Dr. Mercola	Member's Mark/Simply Right (Sam's Club)	Qunol	Weil (Andrew Weil, M.D.)
Dr. Sinatra (Advanced BioSolutions)	Metagenics	Rainbow Light	Whole Foods
	Mountain Home	Renew Life	Xymogen
	Natrol	RiteAid	
	Natural Factors (Canada)	Schiff	

Merchants Covered (Sample size per merchant of 103 to 1,879 respondents)

Amazon.com	Kmart	Sam's Club
BJ's	Kroger	Shaklee
BodyBuilding.com	Life Extension	Sprouts Farmer's Market
Costco	Local Co-Op	Swanson
CVS	Local Drugstore	Target
Dr. David Williams/Mt Home Nutritionals	Local Health Food Store	Trader Joe's
Dr. Julian Whitaker	Local Supermarket	USANA
Dr. Sinatra/Advanced BioSolutions	LuckyVitamins.com	Vitacost.com
Dr. Weil	Mercola.com	Vitamin Shoppe
Drugstore.com	Nutrilite	Vitamin World
GNC	Publix	Walgreens
Healthcare Practitioner's Office	Puritan's Pride	Wal-Mart
iHerb.com	RiteAid	Whole Foods
	Safeway	

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**, Muscle Enhancers, 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 (2013) - Contents

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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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