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Nutrilité Leading Vitamin, Mineral and Dietary Supplement Claim

NUTRILITE CLAIM

Altacor has asked that Euromonitor International substantiate a claim related to its Nutrilite division (vitamins and dietary supplements). The claim Altacor intends to make is as follows:

"Nutrilite is the World's leading* brand of Vitamin, Mineral and Dietary Supplements."

Existing syndicated Euromonitor research was consulted to verify whether Altacor can make such a claim, along with the following language:

"MR consulted with Euromonitor International for a thorough investigation of 2006 sales of the leading vitamin, mineral and dietary supplement brands."

CLAIM CRITERIA (*)

The claim above is based on existing Euromonitor syndicated data in the OTC Healthcare segment of its Integrated Market Information System (IMIS) product, according to the following definitional parameters:

1. Claim is based on 2006 rsp (retail selling price) market share value
2. Claim is based on the Euromonitor definition for "Vitamins and Dietary Supplements" as outlined below.

CLAIM VERIFICATION

Based on the criteria above Euromonitor confirms that the Nutrilite claim stands for the years 2002-2006. The Nutrilite brand was the global leader in Vitamins and Dietary Supplements, accounting for an rsp market share of 4.2% (amounting to US\$2.20 billion in retail sales). Centrum was the nearest competitor at a distant share of 2.1% (or US\$1.07 billion).

Signed: 

Tim Kilchin
Director of Research
Euromonitor International

May 3, 2007

* Vitamins and dietary supplements is the aggregation of vitamins, dietary supplements, tonics/ bottled nutritive drinks and child-specific vitamins and dietary supplements. Vitamins include both Multivitamins (combination vitamin/mineral products, to provide a convenient way to take a variety of supplemental nutrients from a single product, to prevent deficiencies, or boost nutrient intake above typical dietary levels) and Single Vitamins (such as A, B, B-complex, C, D, E taken for the prevention and treatment of specific deficiency states. Sales broken down by type according to availability per market: A, B, C, D, E, Other single vitamins. Dietary supplements is itself the aggregation of Calcium, Mineral (including singles and combination mineral supplements), Fish oils, Garlic, Ginseng, Ginkgo biloba, Evening primrose oil, Echinacea, St John's wort, Protein powder, Probiotic supplements, Eye health supplements, Royal jelly, Co-enzyme Q10, Glucosamine and all other dietary supplements.