



## **Body Lotions & Creams**



The SPINS logo is a circular emblem with a white center containing the word "SPINS" in a grey, sans-serif font. The outer ring is dark grey and divided into several segments, each containing a faint, light grey illustration: a person's face, a barcode with the numbers "583 26530", a hand holding a leafy branch, and a person's profile. The entire logo is set against a white background.

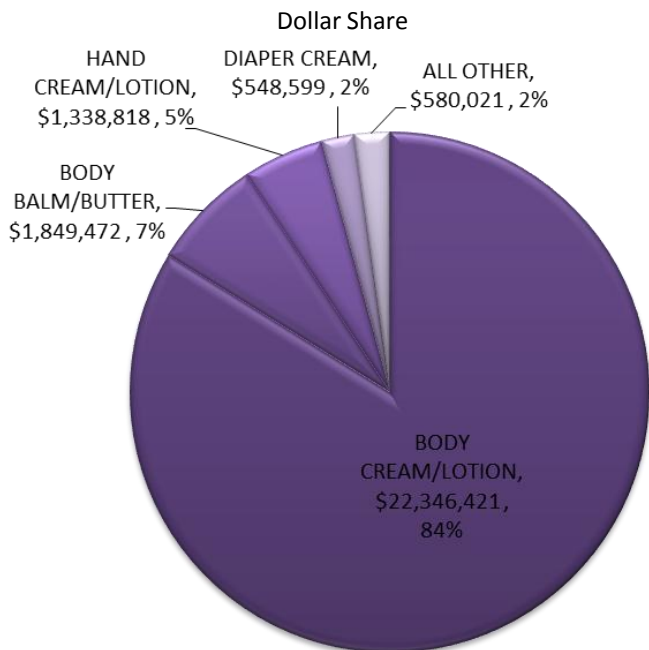
SPINS

**Body Lotions & Creams**  
Attribute Drivers

# Body Lotions & Creams

## Product Type

Body Lotions & Creams by Product Type

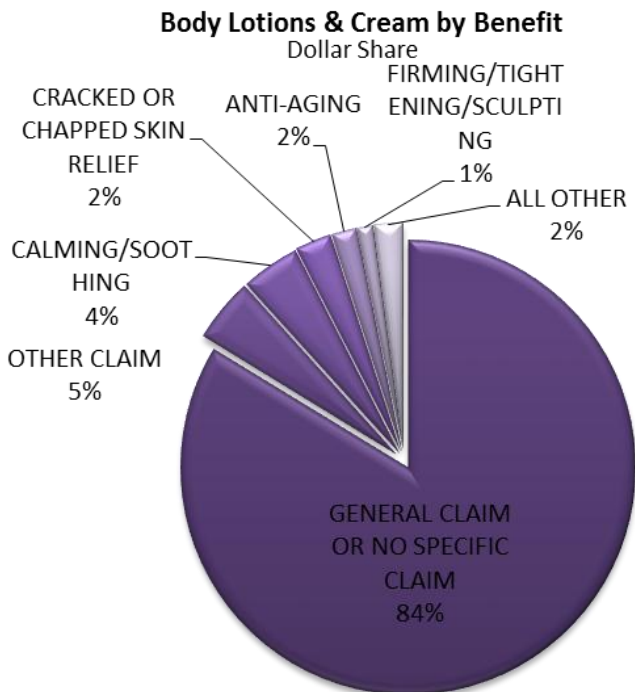


- Body Lotions & Creams captures 84% share of the subcategory up, +9.4pts vs. year ago.
- The second largest Product Type, Body Balms /Butters at \$1.8M is currently showing double digit growth of +20.3%.
  - *Pacifica* and *Burts Bees* are the two well known brands in this Product Type.
- About half of all Product Types are showing share growth while the other half shows share declines.
- *NOW* offers six items within the Body Cream/Lotion Product Types.

\$ Rank	Product type	Current \$ Sales	Dollar % Change	Current \$ Share
	<b>BODY LOTIONS &amp; CREAMS Total</b>	<b>\$26,663,331</b>	<b>10.0%</b>	<b>10.0%</b>
1	BODY CREAM/LOTION	\$22,346,421	9.4%	83.8%
2	BODY BALM/BUTTER	\$1,849,472	20.3%	6.9%
3	HAND CREAM/LOTION	\$1,338,818	12.0%	5.0%
4	DIAPER CREAM	\$548,599	11.3%	2.1%
5	OTHER BODY PRODUCTS	\$348,438	2.6%	1.3%
6	CUTICLE CARE	\$114,288	-15.2%	0.4%
7	UNKNOWN	\$55,193	5.9%	0.2%
8	BODY LOTIONS & CREAMS - SKIN TONE ENHANCE	\$38,379	-7.9%	0.1%
9	HAND BALM/BUTTER	\$23,724	109.0%	0.1%

# Body Lotions & Creams

## Claim Benefit



- Body Lotions & Creams with a General or Non Specific Benefit captures the lion’s share of the subcategory at 84% and up, +9.1pts vs. year ago.
- *Other Claims and Calming/Soothing* Benefit are growing at the same pace, of +17.8% and +18.3% (respectively). They are also enjoying share growth of +4.6% and +4.2%.
- The *Firming/Tightening/Sculpting* Benefit is the 4<sup>th</sup> growth generator with \$110K in new growth, which represents nearly 57% of all of its sales.

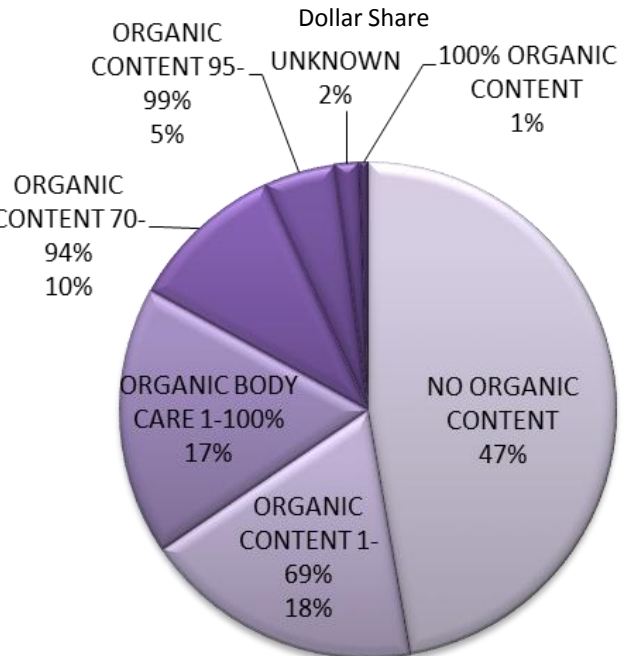
\$ Rank	Benefit	Current \$ Sales	Dollar % Change	Current \$ Share
1	GENERAL CLAIM OR NO SPECIFIC CLAIM	\$22,320,916	9.1%	83.7%
2	OTHER CLAIM	\$1,218,256	17.8%	4.6%
3	CALMING/SOOTHING	\$1,115,470	18.3%	4.2%
4	CRACKED OR CHAPPED SKIN RELIEF	\$684,669	0.8%	2.6%
5	ANTI-AGING	\$475,080	17.8%	1.8%
6	FIRMING/TIGHTENING/SCULPTING	\$303,100	57.4%	1.1%
7	UNKNOWN	\$218,140	-5.6%	0.8%
8	BLEMISH CONTROL/ACNE	\$111,594	27.7%	0.4%
9	EXFOLIATING	\$72,724	-29.7%	0.3%
10	BRIGHTENING/DISCOLORATION	\$70,189	10.7%	0.3%

Source: SPINSscan Natural; 52 w/e 02/23/14

# Body Lotions & Creams

## NOP Organic

Body Lotions & Creams by Organic Content



- The largest number of all Lotions and Body Creams are sold as a Non Organic offering. The sales represents, \$12.6M and growing by +7.6% vs. YAG.
- The biggest growth and share gains comes from the Organic Content of 95-99% at +90.2% and 2.0pts (resp.).
- Top contributing brands include: *Nourish* +\$303K, *Acure Organics*, up +\$116K and *Dr. Bronners*, up +\$50K
  - These three brand make up nearly 83% of all new growth for the 95-99% Organic Content.

\$ Rank	NOP Organic	Current \$ Sales	Dollar % Chg	Current \$ Share
1	NO ORGANIC CONTENT	\$12,603,291	7.6%	47.3%
2	ORGANIC CONTENT 1-69%	\$4,868,360	6.9%	18.3%
3	ORGANIC BODY CARE 1-100%	\$4,661,840	7.2%	17.5%
4	ORGANIC CONTENT 70-94%	\$2,715,232	11.3%	10.2%
5	ORGANIC CONTENT 95-99%	\$1,237,849	90.2%	4.6%
6	UNKNOWN	\$425,876	4.0%	1.6%
7	100% ORGANIC CONTENT	\$150,883	36.7%	0.6%

Source: SPINSscan Natural; 52 w/e 02/23/14