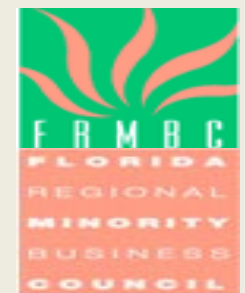


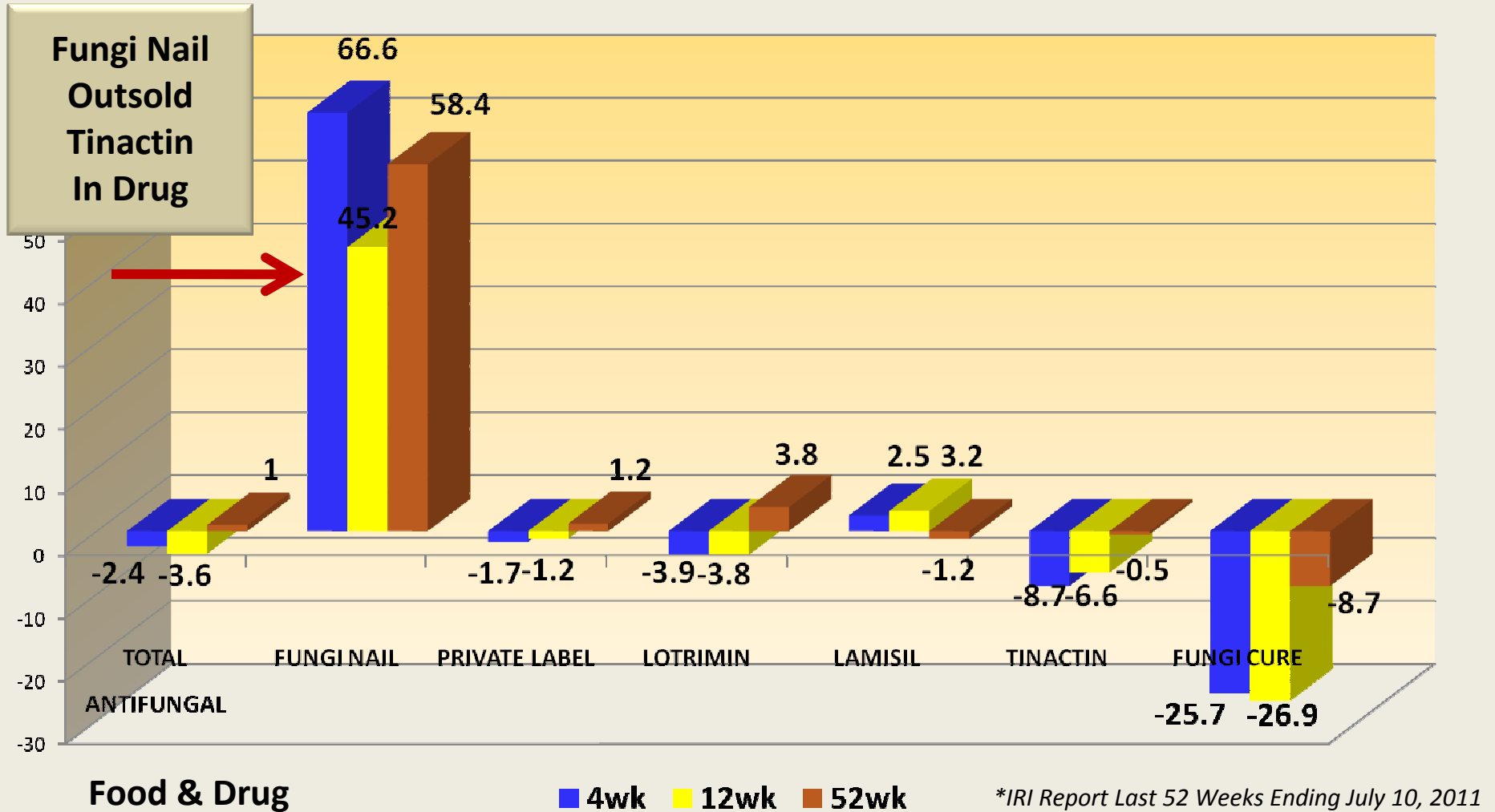


**Bob Sullivan**  
**September, 2011**



# Fungi Nail

## LEADING Foot Care Unit Sales Growth

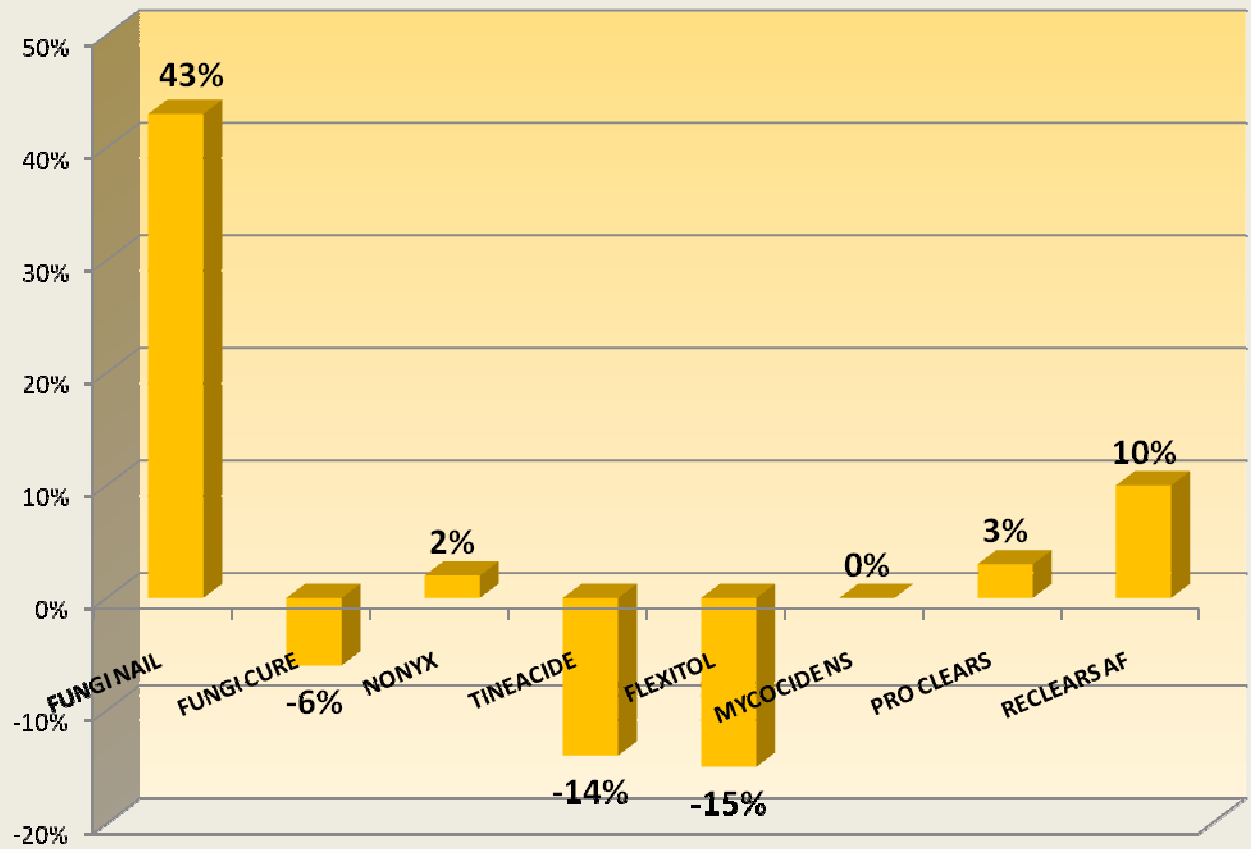


**Fungi-Nail continues to outpace the foot care and antifungal categories with growth accelerating to 58% in unit sales for Food and Drug**

# Fungi Nail is #1 in Dollar Sales in the Specialty Set

## FOOD & DRUG

BRAND	Dollar \$
<b>Fungi Nail</b>	<b>\$9,312</b>
Fungi Cure	\$7,178
Nonyx	\$3,177
Tineacide	\$2,940
Flexitol	\$2,712
Mycocide NS	\$2,366
Pro Clearz	\$1,556
Reclear AF	\$1,029



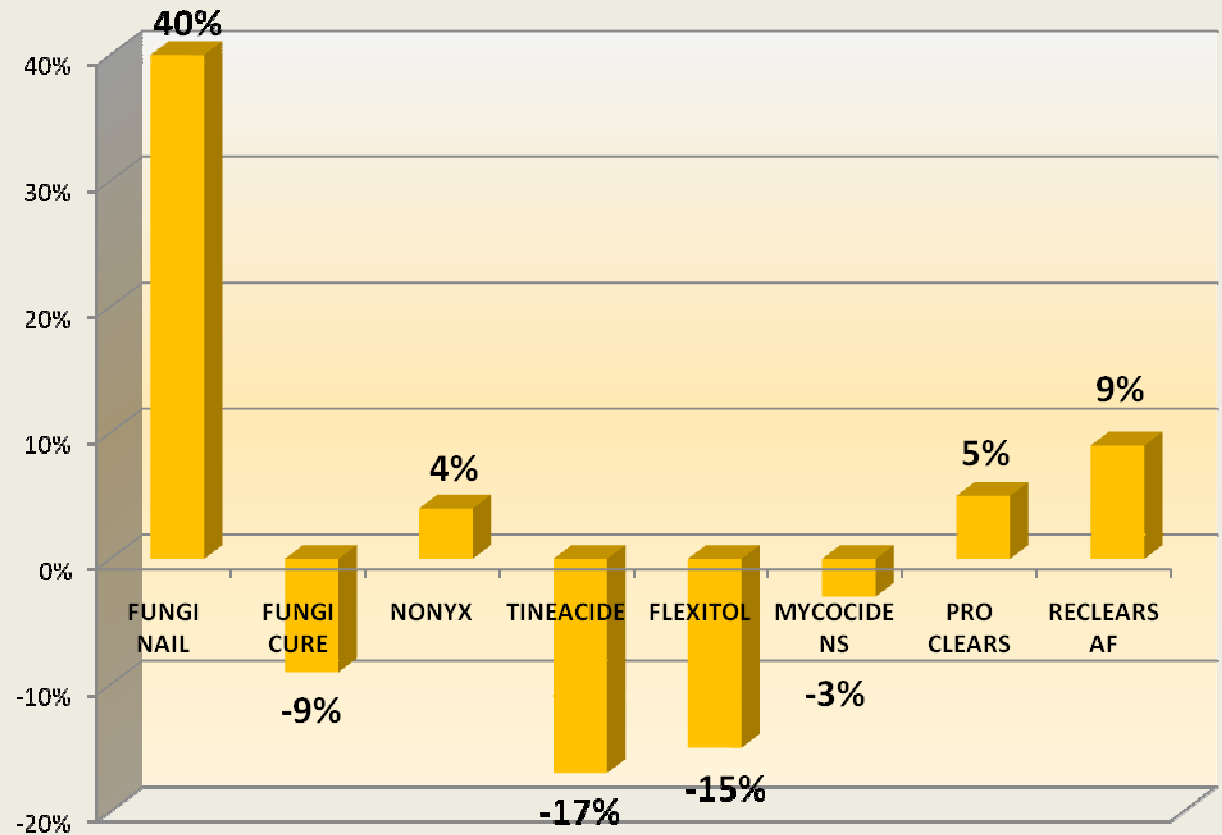
52wk \$ % Change

\*IRI Report Last 52 Weeks Ending July 10, 2011

# Fungi Nail is #1 in Dollar Sales in the Specialty Set

## DRUG

BRAND	\$ SALES
<b>Fungi Nail</b>	<b>\$8,494</b>
Fungi Cure	\$4,545
Nonyx	\$3,045
Tineacide	\$2,479
Flexitol	\$2,103
Mycocide NS	\$2,007
Pro Clearz	\$1,335
Reclear AF	\$1,014



\*IRI Report Last 52 Weeks Ending July 10, 2011

52wk \$ % Change

***Fungi Nail is twice as big as Fungi Cure and Nonyx combined in Drug***

# Fungi Nail Growth Drivers:

- Advertising Investment + +
- Market seasonality strategy
- Innovation- Pen Brush Applicator
  - ✓ Applies right amount, right where it's needed
  - ✓ No-mess, convenient application

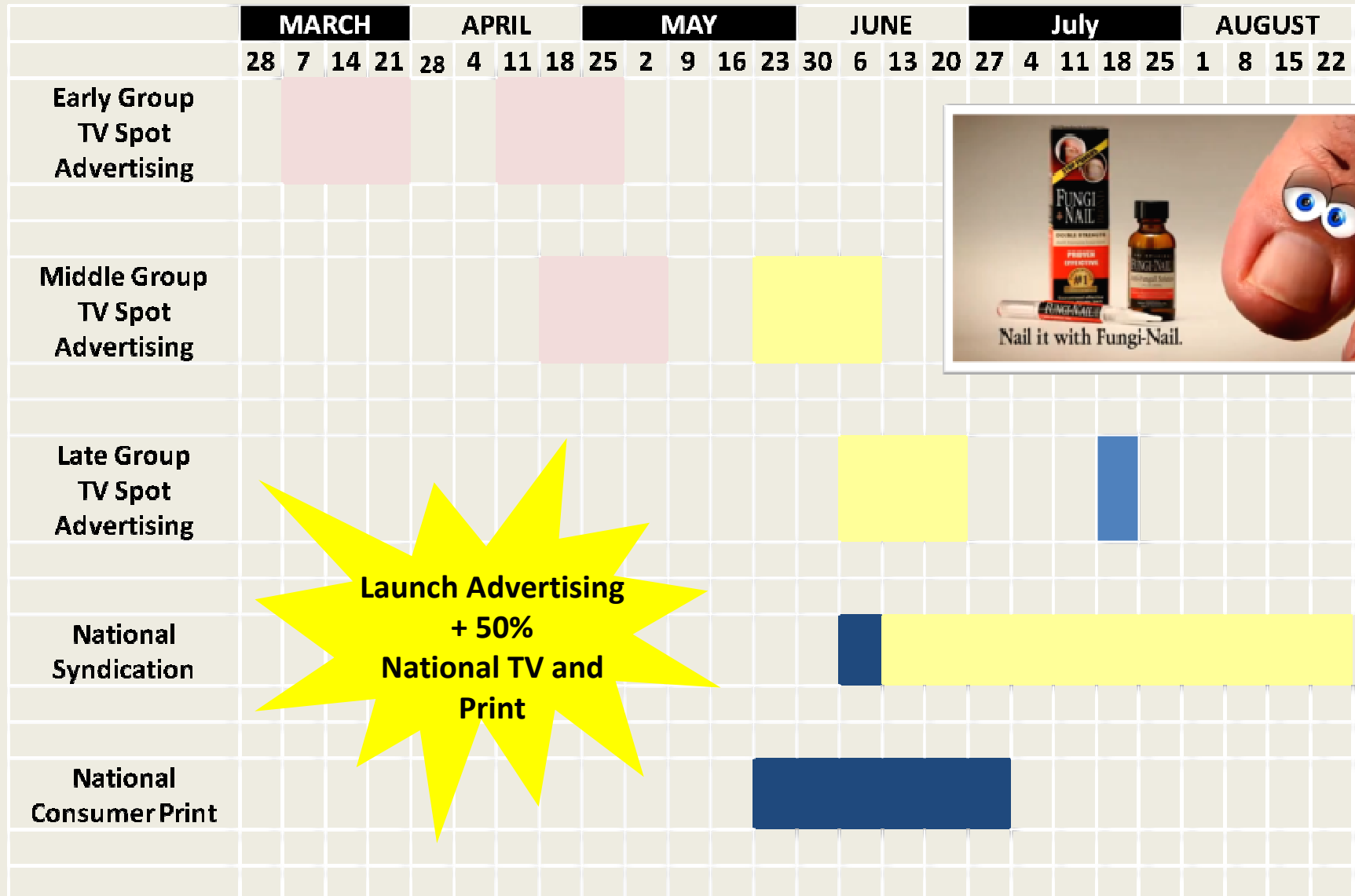


# Fungi Nail Leading Category Investment

Brand	% Chg YAGO	SOV
<b>Fungi Nail</b>	<b>+49%</b>	<b>46%</b>
Fungi Cure	-3%	26%
Nonyx	-100%	0%
Tineacide	+59%	19%
Flexitol	-23%	9%
Mycocide NS	-	0%
Pro Clearz	-	0%
Reclear AF	-	0%
<b>TOTAL</b>	<b>-26%</b>	

*\*Reported Spending through June 2011*

# Fungi Nail 2012 Advertising



# Pricing



Pen Unit Cost  
\$6.50

Suggested Retail  
\$8.99    \$9.99

% Profit  
28%    35%



1oz Unit Cost  
\$8.30

Suggested Retail  
\$11.99    \$12.99

% Profit  
30.7%    36.1%

# Fungi Nail Drives Category Sales & Profits

- #1 selling Antifungal SKU in Footcare Drug<sup>1</sup>
- Advertising Support is Driving Top Line Sales + 154%
- #1 Pharmacist Recommended
- Strong brand awareness
- FUNGI NAIL maximizes retailer shelf space efficacy



## MAJOR RETAILERS/ DISTRIBUTION REVIEW



FUNGI NAIL 1oz			FUNGI NAIL PEN APPLICATOR		
DRUG	FOOD	MASS	DRUG	FOOD	MASS
Walgreens	<b>AHOLD</b>	Wal-Mart	CVS	<b>Giant Eagle 2-1-2011</b>	Target 7-21-2011
Duane Reade	<b>Wegmans</b>	Target	Walgreens 6-1-2011	<b>Meijer 2-1-2011</b>	Wal-Mart 8-15-2011
CVS	<b>Giant / Carlisle</b>		Duane Reade 5-1-2011	<b>AHOLD 4-1-2011</b>	K-Mart 7-1-2011
Rite Aid	<b>Publix</b>		Rite Aid 10-14-2011	<b>Winn Dixie 5-1-2011</b>	
	<b>Harris Teeter</b>			<b>HEB 4-1-2011</b>	
	<b>Tops 11-1-2010</b>			<b>Shop Rite 5-1-2011</b>	
	<b>Giant Eagle 2-1-2011</b>			<b>Safeway 5-1-2011</b>	
	<b>Meijer 2-1-2011</b>			<b>Kroger 6-1-2011</b>	
FOOD WHSL	<b>HEB 4-1-2011</b>		FOOD WHSL	<b>Ingles 5-1-2011</b>	
Super Valu	<b>Ingles 5-1-2011</b>		Grocer Supply 9-30-2010	<b>Winn Dixie 10-1-2011</b>	
Valu Merch 12-1-2010	<b>Winn Dixie 10-1-2011</b>		Valu Merch 12-1-2010		

- Fungi Nail 1oz. distribution has been primarily in the Mass and Drug class of trade
- Distribution in the Food class of trade is growing significantly

# COMPETITIVE LANDSCAPE

BRAND	INGREDIENTS
CLEARLY CONFIDENT	Miconazole Nitrate- 2.0% Antifungal
<b>FLEXITOL</b>	Undecylenic Acid- 25% Antifungal
<b>FUNGI CURE</b>	Undecylenic Acid- 25% Antifungal
FUNGOID TINCTURE	Miconazole Nitrate- 2.0% Antifungal
MIRACLE OF ALOE- MIRACLE ANTIFUNGAL	Tolnaftate- 1.0% Antifungal
MYCOCIDE NS	Tolnaftate- 1.0% Antifungal
NONYX	Deionized water, Ethanoic Acid, Xanthum gum, Fragrance
PROCLEARZ	Tolnaftate- 1.0% Antifungal
RECLEAR AF	Clotrimazole- 1% Antifungal
<b>TINEACIDE</b>	Undecylenic Acid- 10% Antifungal