USA

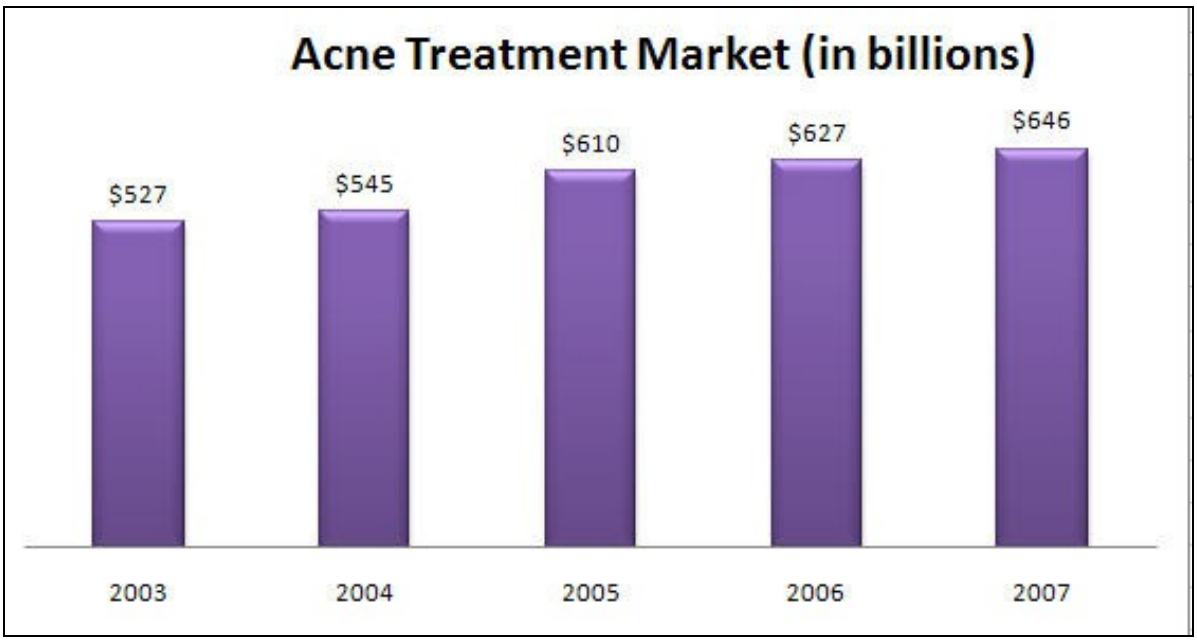
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Historic Sales

- Anti-acne products sold through mass retail channels totaled $646 million in 2007 to account for about 4% of all cosmeceutical sales. Subtracting these products from total sales translates to growth from $12.4 billion in 2001 to $15.6 billion in 2005?still a 6% CAGR.
- The sales figures are of OTC products only and not prescription drugs.

The sales figures are for Mass Channel (Mass channel includes mainstream supermarkets, chain drugstores and mass merchandisers)



Source

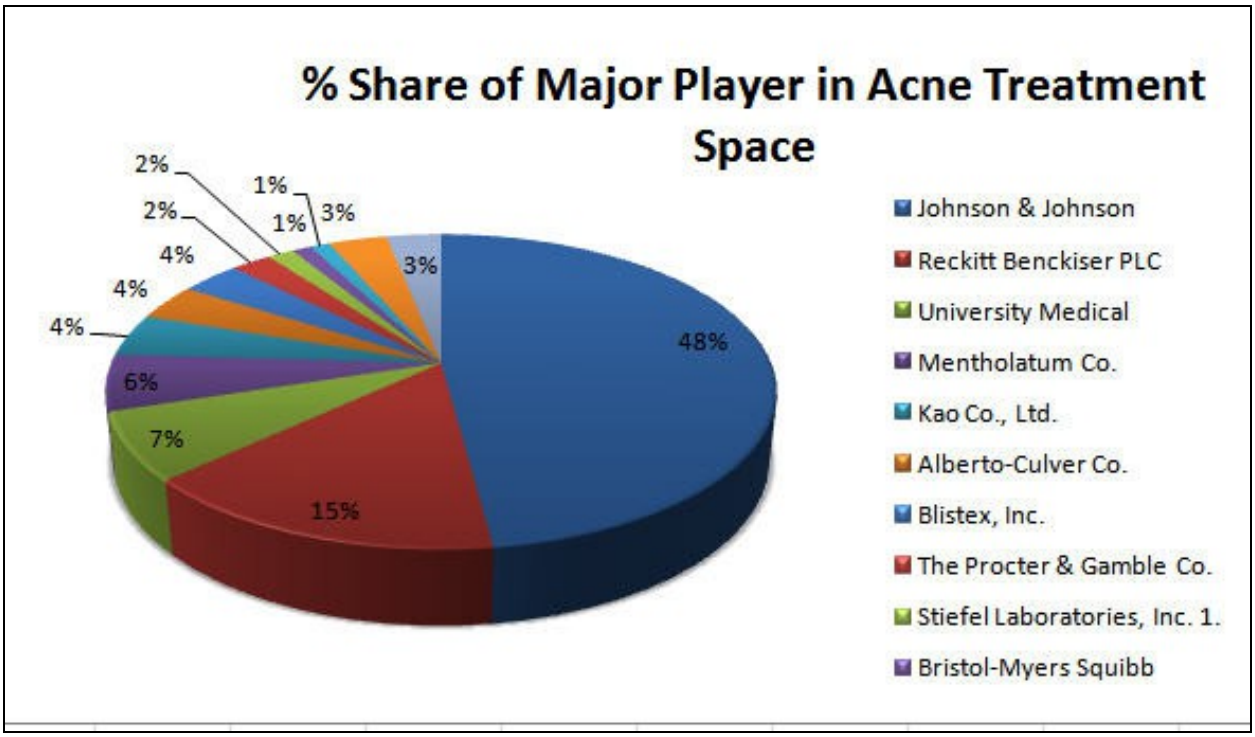
Major Palyers in Acne Space

J&J commanded over 47% of anti-acne preparation sales in 2007. About 27 points of that share was yielded by the Neutrogena brand and another 16 points by Clean & Clear. J&J?s closest rival was Reckitt Benckiser, which had only a 15% share, thanks to its early 2006 acquisition of Boots Healthcare and its time-honored Clearasil brand.

Share of U.S. Retail Dollar Sales of Anti-Acne Preparations in Mass Channels for 2007 are shown below Mass Channel (Mass channel includes mainstream supermarkets, chain drugstores and mass merchandisers).

Various Channels of Distribution:

- Mass channel includes mainstream supermarkets, chain drugstores and mass merchandisers.
- Prestige includes upscale-priced department stores (e.g., Bloomingdale's, Nordstrom), beauty chains (Sephora), brand-dedicated stores (Aveda, M.A.C.), salons and spas with retail counters, etc.
- Online Stores
- Direct Sales



Source

Consumer Target Group & Product Categorization

Consumer Target Group

Here we have divided entire population into various categories. This categories are defined as follows:

1. Teenager/Young Adult : Age 13 to 20 years
2. Adult : Age 25 and Above
3. General population

Product Categorization

Here, we had tried to categorize the the different products under following 3 categories.

1. Devices
2. Kits
3. Moisturizers/Lotion/cream

The below information is regarding the target group and categories are obtained from company websites and review published on various online pharmacy sites.

Company	Brand	Category	Target	Company	Brand	Category	Target
Johnson & Johnson	Ambi	Moistureriser/Lotion/Cream	General Population	Mentholatum Co.	OXY Body Wash 2% Salicylic Acid Acne Treatment, Island Wave	Moistureriser/Lotion/Cream	Teen and Adult
Johnson & Johnson	Aveeno Clear Complexion	Moistureriser/Lotion/Cream	General Population	Mentholatum Co.	OXY Face Wash Acne-Fighting Formula	Moistureriser/Lotion/Cream	Teen
Johnson & Johnson	Clean & Clear Advantage Acne Cleanser	Kits and Moistureriser/Lotion/Cream	Adult	Mentholatum Co.	Oxy chill factor Face Scrub Acne treatment	Moistureriser/Lotion/Cream	Teen and Adult
Johnson & Johnson	Neutrogena Acne Stress Control	Moistureriser/Lotion/Cream	Teen and Adult	Mentholatum Co.	Phisoderm Anti-Blemish Body Wash	Moistureriser/Lotion/Cream	General Population
Johnson & Johnson	Neutrogena Advanced Solutions	Moistureriser/Lotion/Cream	Teen and Adult	Mentholatum Co.	Phisoderm Anti-Blemish Cleansing Pads	Moistureriser/Lotion/Cream	Teen and Adult
Johnson & Johnson	Neutrogena Clear Pore	Moistureriser/Lotion/Cream	Teen and Adult	Kao Co., Ltd.	Biore Blemish Fighting Ice Cleanser	Kits and Moistureriser/Lotion/Cream	Teen and Adult
Johnson & Johnson	Neutrogena Healthy Skin	Moistureriser/Lotion/Cream	Teen and Adult	Kao Co., Ltd.	Biore Warming Anti-Blackhead Cream Cleanser	Moistureriser/Lotion/Cream	Adult
Johnson & Johnson	Neutrogena Oil Free Acne Wash	Moistureriser/Lotion/Cream	Teen and Adult	Alberto-Culver Co.	St Ives Apricot Face Wash	Moistureriser/Lotion/Cream	Teen and Adult
		Moistureriser/Lotion/Cream		Blistex, Inc.	Stridex	Moistureriser/Lotion/Cream	

Johnson & Johnson	Neutrogena On the Spot		Teen and Adult				Teen and Adult
Johnson & Johnson	Neutrogena Men Skin Clearing Face Wash	Moistureriser/Lotion/Cream	Teen and Adult	The Procter & Gamble Co.	Noxzema	Kits and Moistureriser/Lotion/Cream	Adult
Johnson & Johnson	Neutrogena Rapid Clear	Moistureriser/Lotion/Cream	Teen and Adult	The Procter & Gamble Co.	Olay Daily Facials Clarity	Moistureriser/Lotion/Cream	Teen and Adult
Reckitt Benckiser PLC	Clearasil Daily Acne Control Vanishing Acne Treatment Cream	Moistureriser/Lotion/Cream	Teen and Adult	Stiefel Laboratories, Inc.	Stiefel Panoxyl	Kits and Moistureriser/Lotion/Cream	Teen and Adult
Reckitt Benckiser PLC	Clearasil Acne Control Adult Acne Treatment Cream	Moistureriser/Lotion/Cream	Teen and Adult	Bristol-Myers Squibb	Sea Breeze	Moistureriser/Lotion/Cream	Teen and Adult
University Medical	University Medical	Kits and Moistureriser/Lotion/Cream	Teen and Adult	Bristol-Myers Squibb	Sea Breeze Naturals Gentle Cream Cleanser	Kits and Moistureriser/Lotion/Cream	Teen and Adult
University Medical	University Medical AcneFree Clear Skin System	Kits and Moistureriser/Lotion/Cream	Adult	Nature?s Cure, Inc.	Nature?s Cure	Moistureriser/Lotion/Cream	Teen and Adult

OTC Products

This report covers the product available in mass distribution channel only.

Link to Product Dashboard