



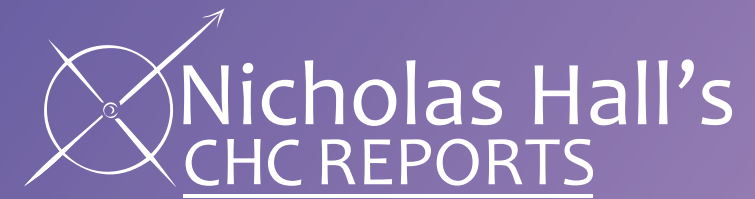
WOW! Brands

Case Studies of the Brightest
& Best Consumer Health Brands

Key Features:

- Tracks each brand's rise to prominence and recent sales performance
- Growth drivers ranging from NPD to A+P, e-commerce to use of social media
- Regional analysis and a focus on key markets
- Evaluates key success factors behind each brand

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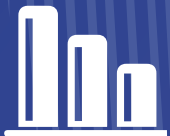
Case Studies of the Brightest & Best Consumer Health Brands

This collection of in-depth case studies profiles the fastest-growing, most successful and innovative brands from across the consumer health world. Detailed profiles dive into the success factors that set each brand apart, from marketing strategies to NPD, and evaluate the key lessons to be learned.

Each profile covers the following areas:



Brand Story



Sales
Performance



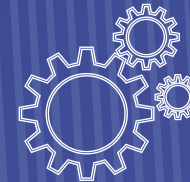
Geographic
Analysis



NPD &
Innovation



Marketing
Highlights



Digital
Strategy



E-commerce



Prospects &
Opportunities

WOW! Brands profiled are:

CeraVe • Dettol • Dulcolax • Garden of Life • Lumify • Mucinex • Natrol • Neurobion
Olly • Omni-Biotic • Ritual • Thorne • Tums • Xyzal • ZzzQuil

WOW! Brands

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Lumify | Digital Strategy

Social media and engaging website create "buzz" and build a user community

Lumify's digital presence has been a key component of its success, with **online video, use of social media, consumer engagement and a strong brand website** all integral to the promotional mix.

The brand website is home to **online tutorials, FAQs and professional recommendations** from eye doctors.

A section about the Science of Lumify explains what makes brominidine unique, including how it "selectively targets redness, which leads to a lower risk of the side effects associated with other redness relievers when used as directed". Another section showcases the "buzz" surrounding the brand (at launch), with links to positive articles in magazines and online, such as the brand's inclusion in Popsugar's "20 Hands-Down Hottest New Beauty Products of June" (2018).

Celebrity make-up artist and Lumify brand ambassador Vincent Oquendo explains in an online video why he always carries Lumify in his make-up kit, allowing him to help his clients look their best.

Celebrity stylists and magazines can't stop talking about us.

A section titled "We're All Over Social Media..." offers a gallery of users showing off their Lumify eyes (via the #LumifyChallenge or #LumifyDrops hashtags on Instagram). Users are encouraged to sign up to the Lumify Lovers community, which gives access to tips, events and a chance to win exclusive gifts.

The hashtag #LumifyLovers is for influencers / celebrities (who generally received the brand free of charge) to submit images of their eyes, with submissions featuring on the website and social media. Each month the spotlight is cast on a "Lumify Lover of the Month", profiling celebrities from the make-up or entertainment industry, who answer questions about their self-care routine and what they love about Lumify.

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Olly | NPD & Innovation

Immunity and anti-stress / sleep products were a key focus during the Covid-19 pandemic. NPD targeting these areas in 2021 included launches of immunity + Electrolytes soluble powder sticks (electrolytes, vitamins C & D, zinc), Extra Strength Elderberry gummies (elderberry, vitamins C & D, zinc) and Olly Hello Happy Gummy Worms (vitamin D, saffron extract; for an upbeat mood).

Other key launches here in 2021 were Muscle Recovery Sleep gummies (melatonin, tart cherry, vitamin D; to support a healthy sleep cycle and relieve sore muscles to help consumers wake up feeling refreshed); and Kids Chillax gummies (magnesium, L-theanine, lemon balm; to calm kids' minds & bodies while helping them to maintain focus).

2022 saw the launch of **Fast Dissolves** tablets, comprising Sleep (melatonin 3mg, lemon balm extract 16mg), Extra Strength Sleep (melatonin 5mg, lemon balm extract 16mg), Relaxing Sleep (melatonin 3mg, L-theanine 50mg) and Immunity Sleep (melatonin 3mg, vitamin C 45mg) options, which require no water or chewing for ease of use at nighttime.

Early 2023 saw launch of **Plant Powered capsule sub-range**, infused with adaptogens to help "find your balance", comprising: Chill (ashwagandha, rhodiola, Schisandra; for healthy stress response and an upbeat mood); Focus (American ginseng, gotu kola & lemon balm), to support concentration and mental clarity); Rest (valerian root, passionflower, chamomile; to support relaxation and a good night's sleep).

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CeraVe | E-commerce

Use of diverse local e-commerce channels aids international presence

CeraVe has a strong online retail presence; local brand website in USA provides links to major retailers selling each presentation (see right) and it has an established storefront on Amazon. E-commerce is a key aspect of L'Oréal's business, with reported 9% topline growth in 2022, bringing the online channel's share of overall company revenues to 28%.

While the UK website does not link directly to retailers, CeraVe is available online via the websites of key pharmacy chains such as Superdrug. However, despite branded promotional materials featuring on e-commerce outlets (see below), products are comparatively low ranked by search algorithms compared to store brands and other established products when searching by symptoms such as acne or eczema.

7 Online Retailers Available

ULTA CVS/Walgreens Walmart
 TARGET H-E-B Kroger

Find your CeraVe Routine

Since 2020 L'Oréal has operated an online store for its brands in Canada. L'Oréal Beauty Outlet; consumers can purchase products directly from the marketplace, supplementing its established distribution through existing outlets including Sephora.

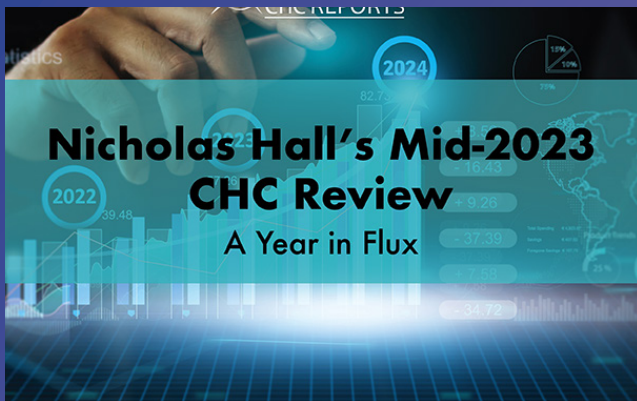
In China, CeraVe is sold via Tmall, where the brand has its own storefront (see above), while elsewhere in Asia it is sold via a range of local e-commerce outlets (e.g. HKTV Mall in Hong Kong) with direct links from brand page to online stores.

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