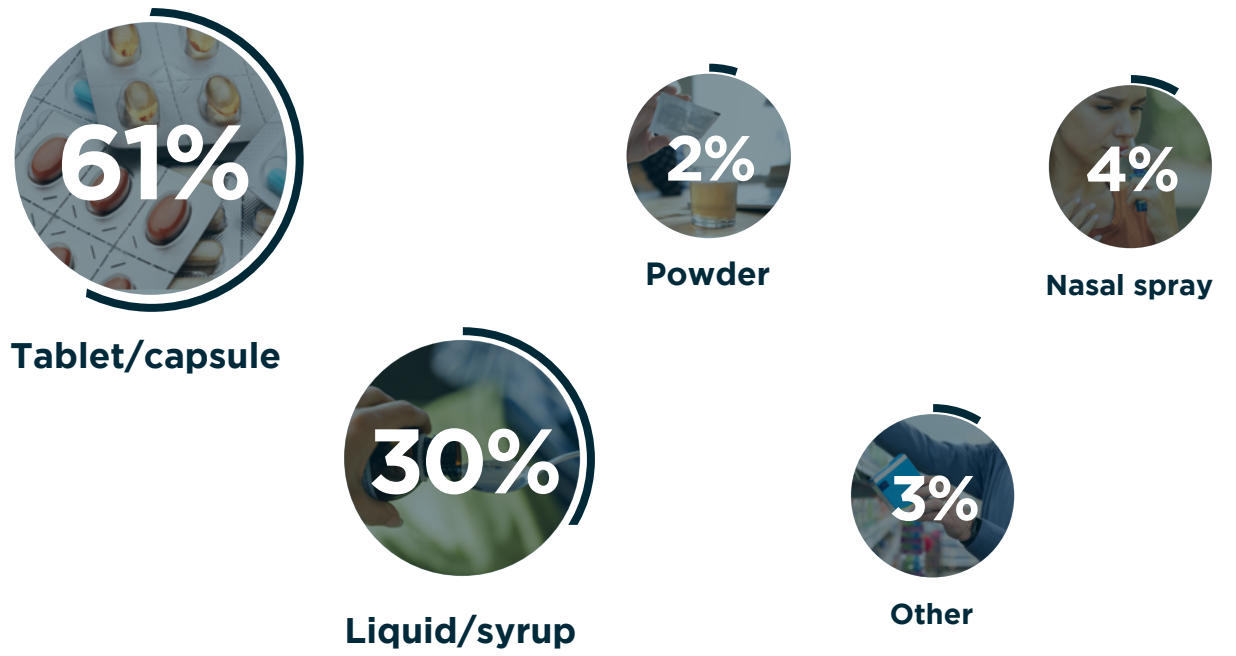
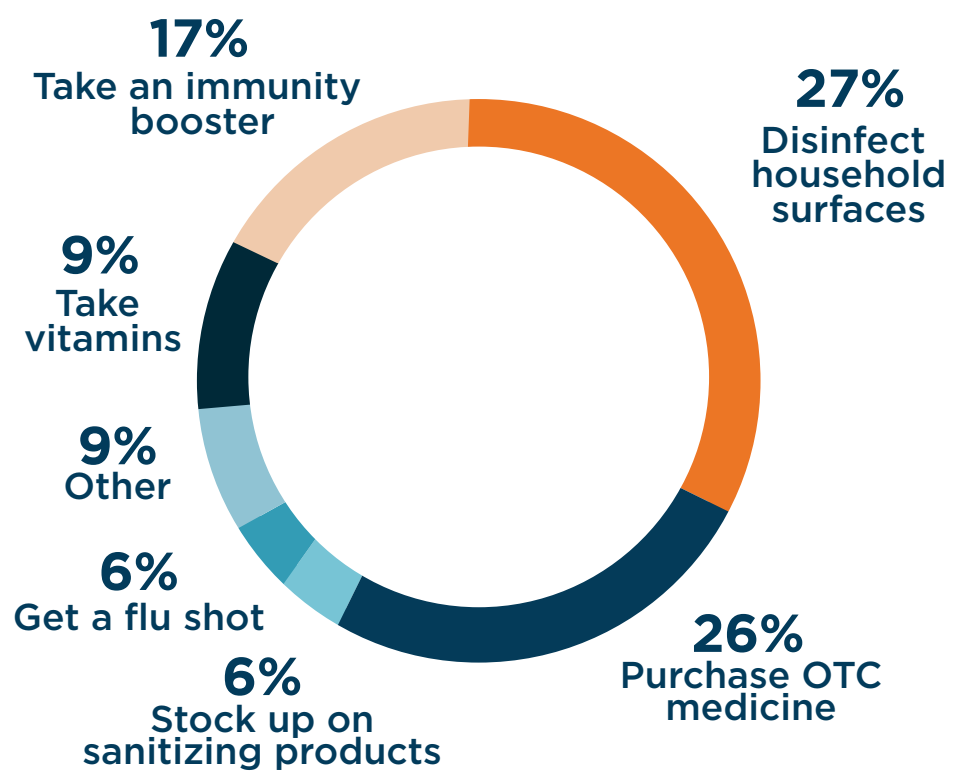


COLD AND FLU FACTS:

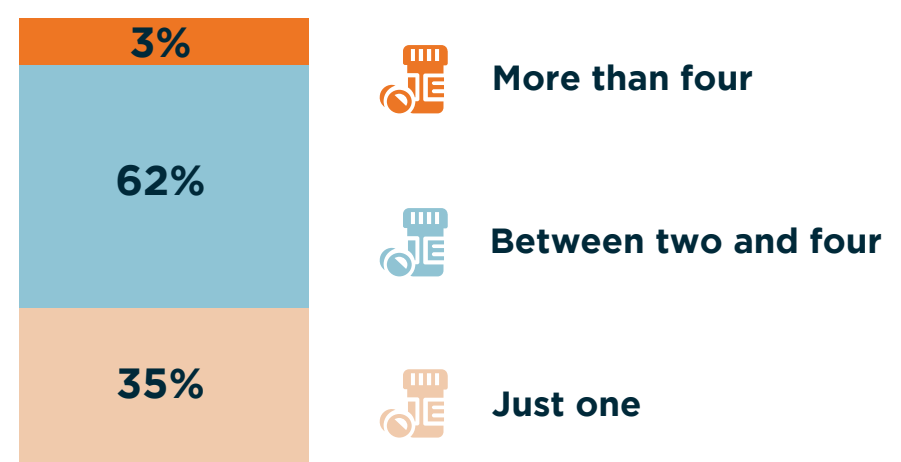
They prefer their medicine in the form of a:



The first thing they do when someone in their household gets sick is:



How many different OTC remedies they buy to treat a cold:



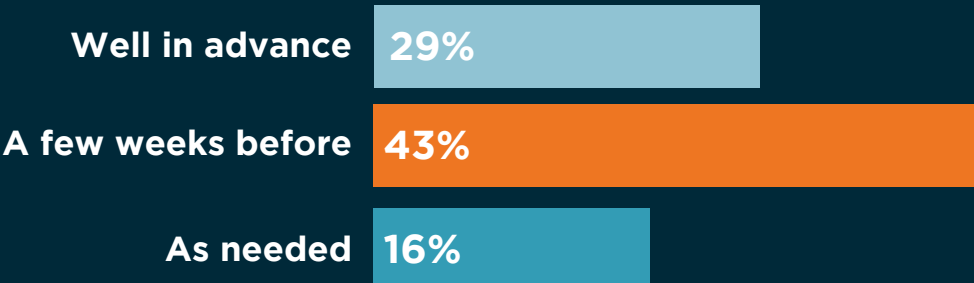
77% Feel confident in their ability to select the right medicine for their symptoms

HEALTHY HABITS

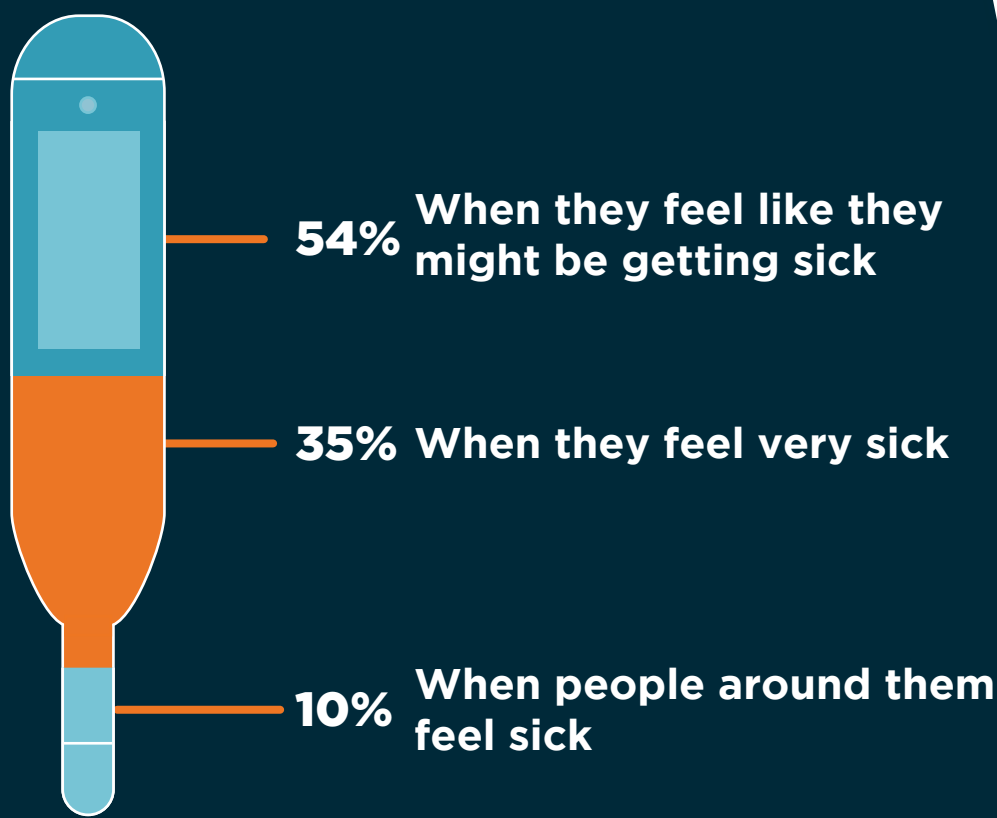
We surveyed shoppers to find out their cold and flu season habits, from where they usually purchase over-the-counter (OTC) medication to their preferred medicine form. Take a look at the results!

WHEN THEY'RE STOCKING UP:

When they buy cold & flu supplies:



Of the 16% who purchase as needed, here's when they purchase:



SHOPPING PREFERENCES:

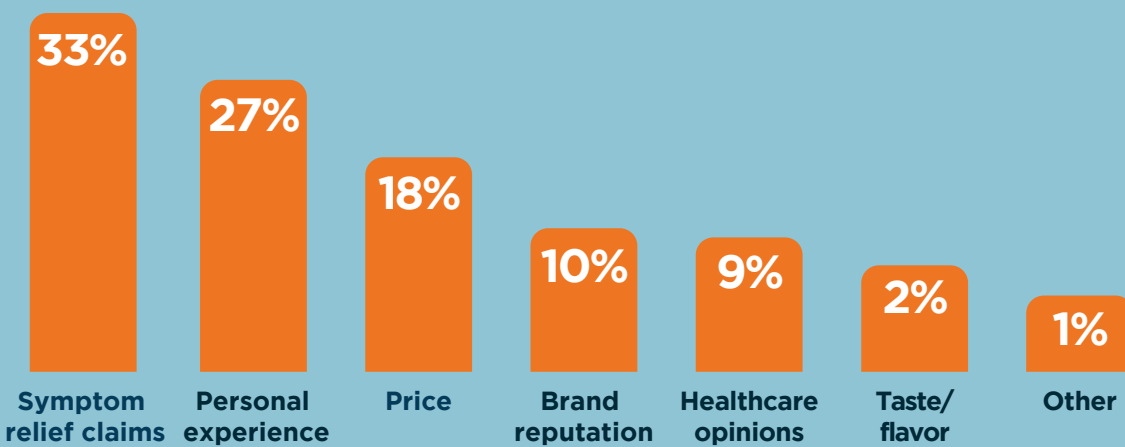
Preferred way to shop during cold and flu season:



Where they shop for their OTC medicine:



Factors that impact their purchase:



COLD AND FLU WITH BREAKTIME:

Make sure your brand stands out when shoppers prepare for the upcoming cold and flu season. Here are just a few ways our **fun, personalized, interactive content** can help your brand engage and educate shoppers to inspire purchase:

- Employ our easy-to-use, digital **add-to-cart** feature to encourage shoppers to purchase their must-have wellness needs
- Help shoppers understand which wellness product is right for them using a **personality quiz** that results in a personalized product recommendation
- Feature a **list** that helps shoppers get ready for flu season by educating them on the benefits and efficacy of your brand's products
- Test shopper's knowledge of cold and flu facts while teaching them about your brand through **trivia**