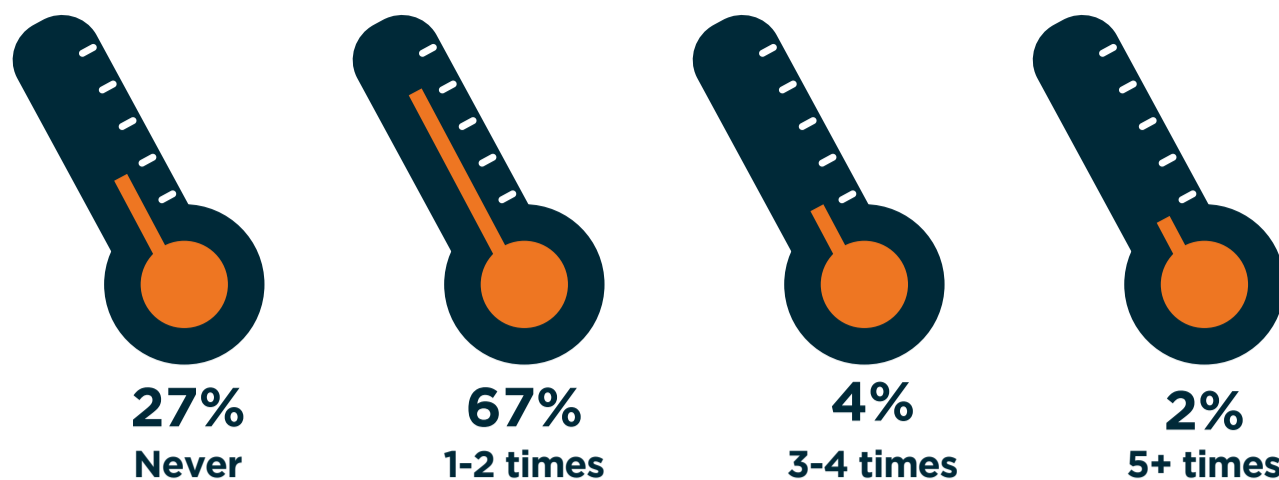


SICK SEASON

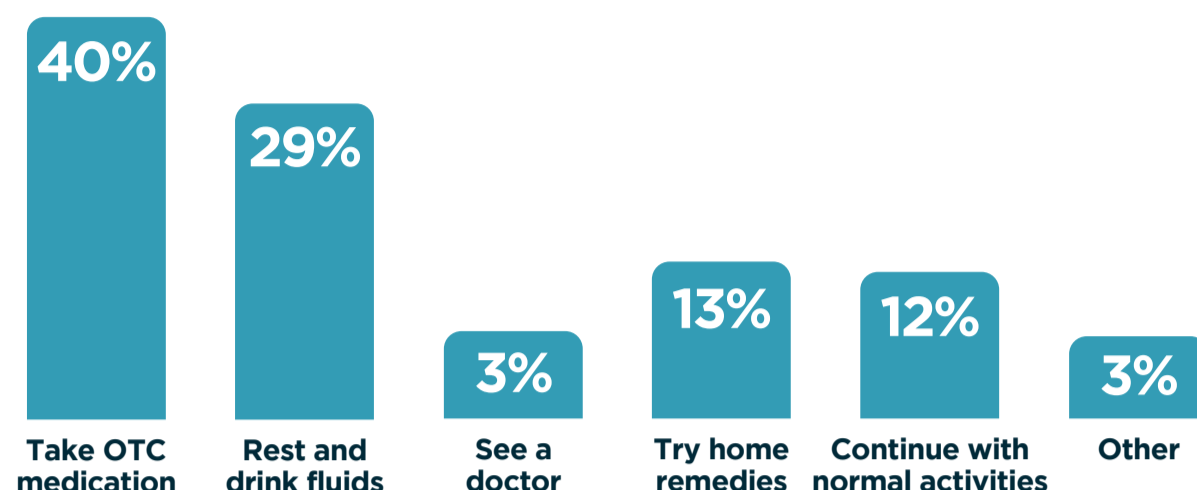
We surveyed shoppers to find out about their cold and flu season habits – from where they purchase their over-the-counter (OTC) medicine to when they start stocking up on cold and flu supplies. Check out the results!

THE COLD, HARD FACTS

How often they catch a cold or the flu during the year:



The first thing they do when they feel the onset of a cold or flu:

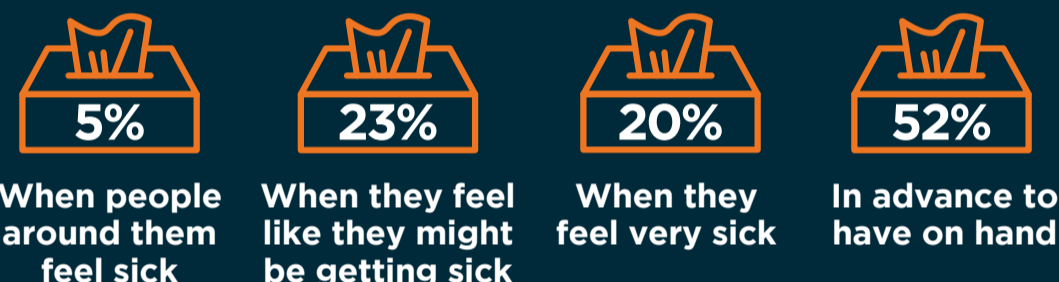


COUGH AND COST

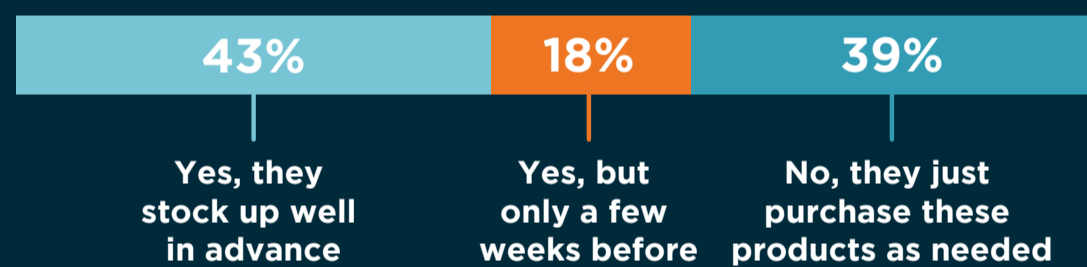
Where they usually purchase cold and flu medicine:



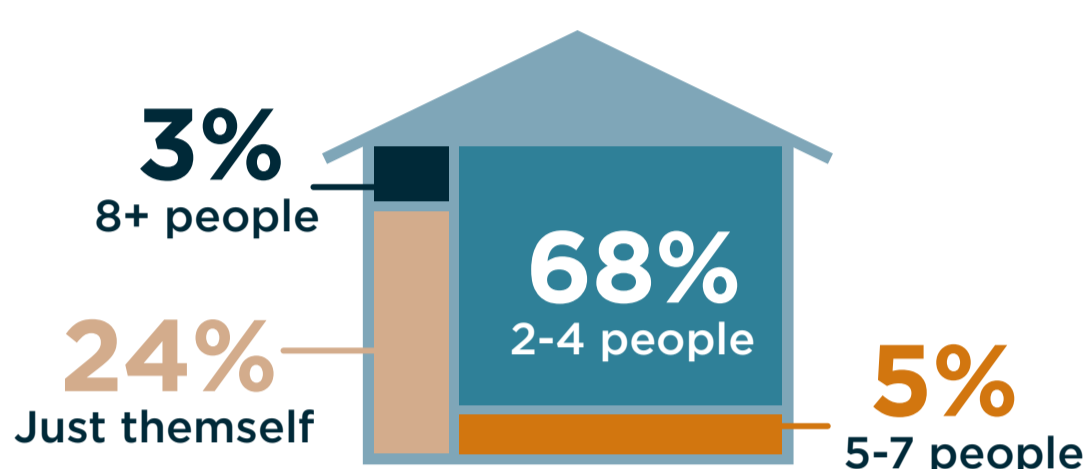
When they typically purchase cold and flu medicine:



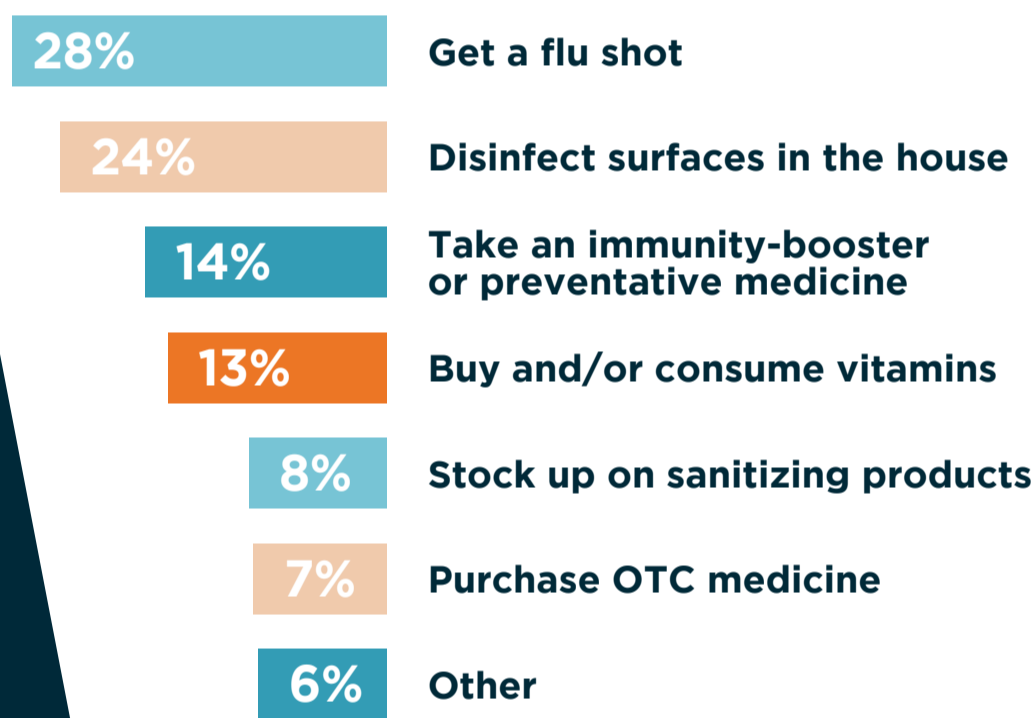
Whether they stock up on cold and flu supplies before the season begins:



How many people live in their household:



What they do to prevent their household from getting sick:

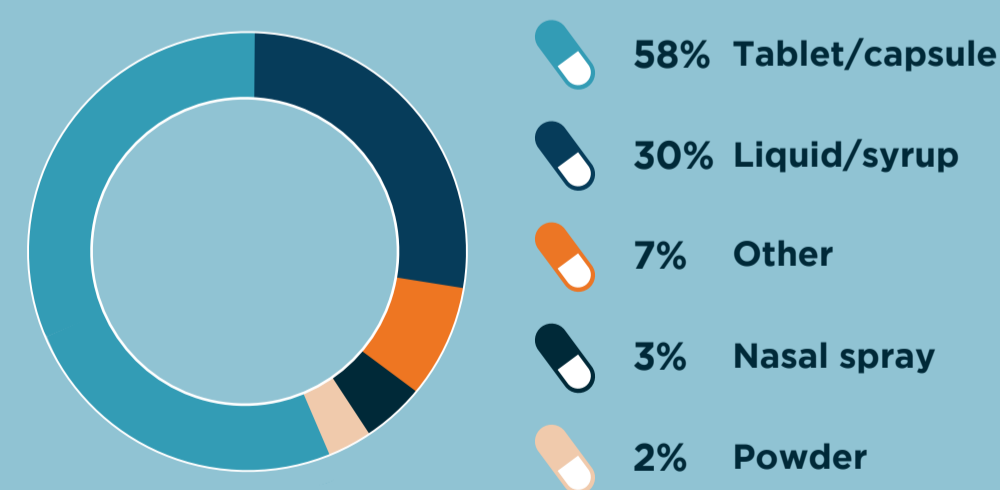


MEDICINAL MUST-HAVES

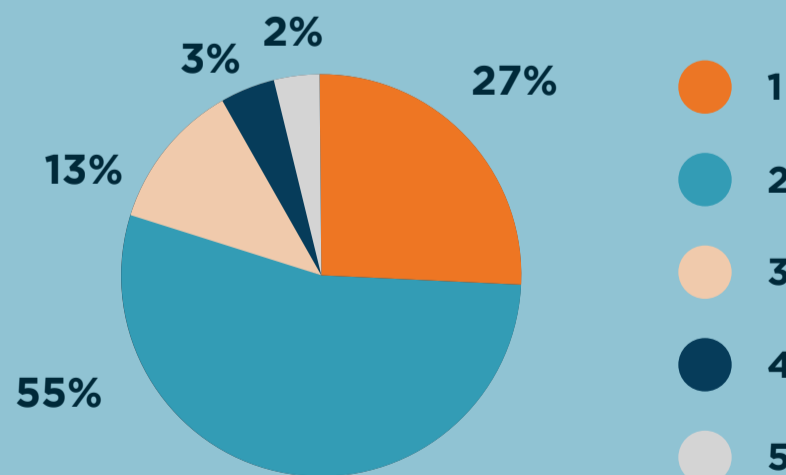
Which factor influences their choice of cold and flu medicine:



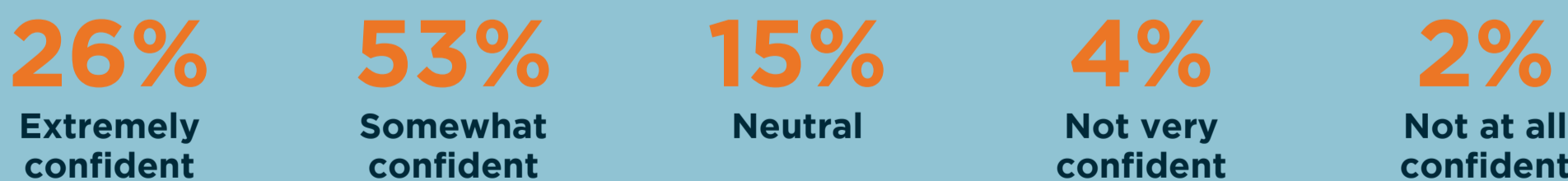
They prefer their medicine in the form of a:



How many different OTC cold and flu remedies they buy when someone in their household is sick:



How confident they are in their ability to select the right medicine for their symptoms:



COLD AND FLU SEASON WITH BREAKTIME:

Here are just a few ways our **fun, personalized, interactive content** can help your brand engage and educate shoppers, while driving sales, as prepare for the upcoming cold and flu season:

- Help shoppers choose the right wellness product for their needs using a **personality quiz** that gives them a personalized recommendation based on their inputs
- Feature a **list** educating shoppers on how to prepare and stay healthy using your brand's products during cold and flu season
- Test shoppers' knowledge of flu season statistics while educating them on the efficacy of your brand's products through **trivia**
- Implement our easy-to-use, built-in **add-to-cart** feature to encourage shoppers to place an order for their must-have wellness products from your brand