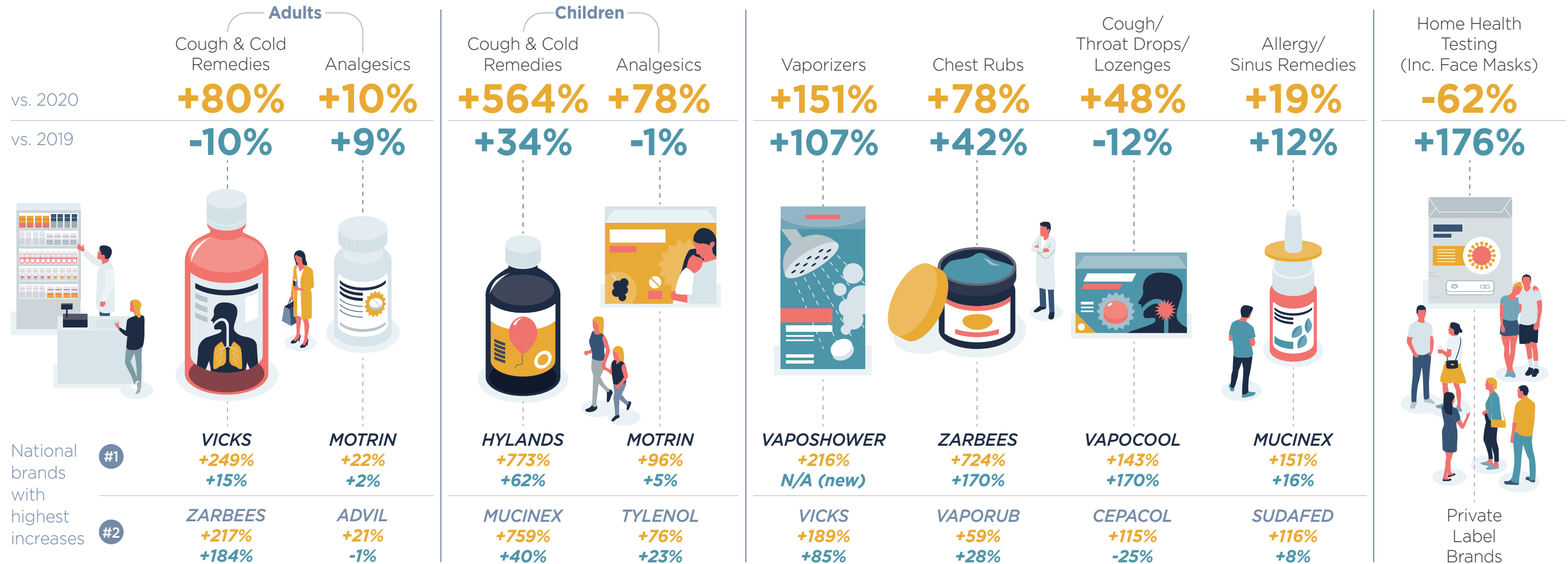


With Face Masks Off, Cold/Cough/Allergy OTC Med Sales Soar

During the four weeks following May 13, 2021 when the U.S. Centers for Disease Control & Prevention relaxed its guidelines on mask wearing for those who have been fully vaccinated against COVID-19, sales of Over The Counter (OTC) medications for easily transmitted ailments like colds and coughs experienced sharp increases as people's social circles start to expand again. Ditto for allergy treatments as people began to head outdoors with their mouths and noses no longer covered. Not surprisingly, the Home Health Testing category, which includes face masks, has seen a sharp sales decline.

Changing CDC Guidelines Impact Buying Behavior

Sales variation 4 weeks ending 06/12/21 compared to same periods in 2019 & 2020.



Source: Catalina Buyer Intelligence Database. Based on same store \$ sales for the 4 weeks ending June 12, 2021 vs. the same periods in 2019 and 2020.