

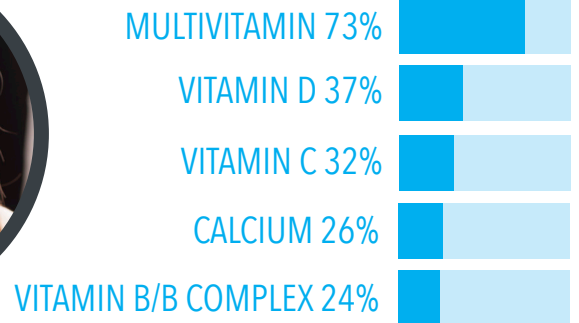
WHAT DO DIETARY SUPPLEMENT USERS TAKE?

MULTIVITAMINS AND MORE

98% of supplement users take vitamins and minerals. 73% of supplement users take a multivitamin, making it the most popular supplement in this category and overall.

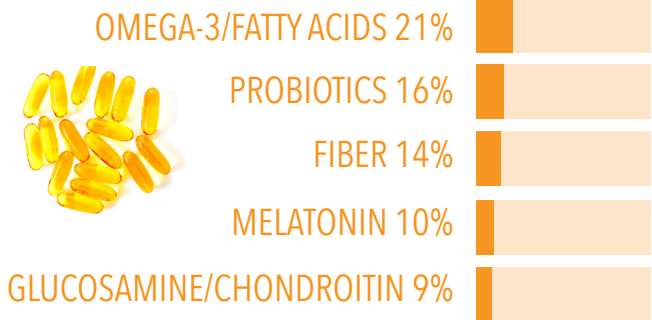


Vitamins/Minerals 98%



HERE'S WHAT ELSE SUPPLEMENT USERS ARE TAKING:

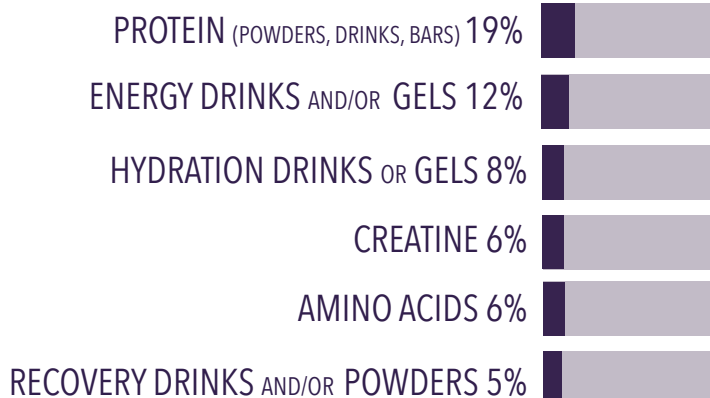
Specialty 49%



Herbals/Botanicals 39%



Sports Nutrition 29%



Weight Management 19%

