

Hylands 

BEN SINGER

BSINGER@HYLANDS.COM

U.S. Market Since 1903

- **California based company**
- **Leading natural medicine company in the U.S.**
- **2 : 5 Mom's have HYL's products at home**
- **Leading categories:**
 - **- Pediatric and Kids**
 - **- Analgesics**
- **Made in the U.S.A**

FOOD | DRUG | MASS



National Presence in Over 65,000 doors

Walmart | RiteAid | CVS | Walgreens | Target | Many more

Global Company

GLOBAL DISTRIBUTION



Brief Product Information

PRODUCT INFORMATION CATEGORIES



Hyland's

baby 4kids young adult #HYLANDSPOWERED

Product Locator



Products ▾ Our Story ▾ Homeopathy & Health Customer Care ▾

Babies | 0+ Months

- Cold & Cough
- Oral Pain
- Earache
- Calming
- Tummy
- Bumps & Bruises
- Diaper Rash

Kids | 2-12 Years

- Cold & Cough
- Oral Pain
- Earache
- Sleep
- Tummy
- Pain
- Allergy

Teens

- Stress
- Acne
- Menstrual Relief
- Athletes**
- Pain
- Recovery

Adults

- Cold & Cough
- Stress & Sleep
- Pain
- Cell Salts
- Digestion
- Skin
- Earache
- Allergy
- Women



<https://www.hylands.com/products>

Key to Success

CUSTOMERS DO NOT WANT THESE ACTIVE INGREDIENTS

Dextromethorphan	Pseudoephedrine	Menthol
Guaifenesin	Chlorphenamine	Dextromethorphan hydrobromide
Codeine	Diphenhydramine	Promethazine
Phenylephrine	Doxylamine	Hydrocodone

Menthol	Tripolidine	Syrup of ipecac	Trisodium citrate
Dextromethorphan hydrobromide	Benzonatate	Isocarboxazid	Rasagiline
Promethazine	Brompheniramine	Phenelzine	Clofedanol
Hydrocodone	Chlorpheniramine maleate	Selegiline	

4Kids Cold 'n Mucus



Hyland's 4 Kids Cold 'n Mucus:

- Relieves symptoms of the common cold in children including accumulation of mucus in chest, throat and nose, cough with mucus, runny nose, sneezing and nasal congestion
- Natural, Safe and Effective
- Contains no Aspirin, Acetaminophen, Ibuprofen, Naproxen, Pseudoephedrine or Dextromethorphan

Target Audience:

- Parents of children ages 2–12 years old

Sales Potential:

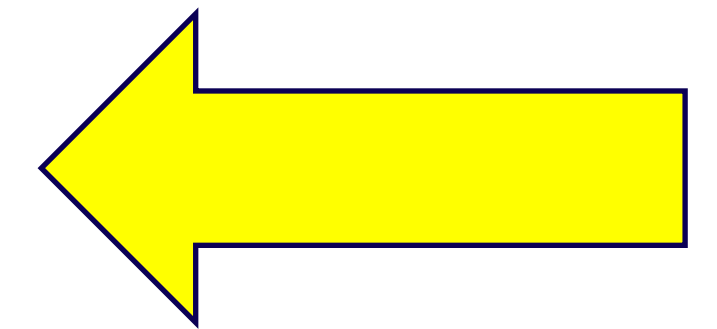
- Over \$4B category at retail annually
 - Mucus relief products account for 14% of the category
- Heightened concerns over allopathic OTC pediatric cold / cough medicines have resulted in fewer consumer options within this category, especially for children under the age of 4.
- Preschoolers contract 6–10 colds per year; kindergartners up to 12 per year; children up to 7 per year, suggesting repeat purchase occasions.¹
- 22MM school days are lost annually in the U.S. due to colds.

Key Features and Benefits:

- Safe, Effective, Natural Formula for children 2–12 years old
- Multi-symptom, natural relief without sleepy or stimulant side effects
- Contains no Aspirin, Acetaminophen, Ibuprofen, Naproxen, Pseudoephedrine or Dextromethorphan
- Sugar Free, Dye Free
- No artificial flavors

Merchandising Strategy:

- Cold / Cough / Flu plan-o-gram sets (Pediatric products subsection)



4Kids Complete Allergy



Hyland's 4 Kids Complete Allergy:

- Non-drowsy, all-in-one formula for natural relief of indoor and outdoor allergy symptoms in children including sneezing, runny nose and watery, itchy eyes
- Natural, Safe and Effective
- Pseudoephedrine free; No sleepy or stimulant side effects

Target Audience:

- Parents of children ages 2–12 years old

Sales Potential:

- Over \$6B category at retail annually
- 40% of children are affected by allergic rhinitis
- Children are more likely to suffer from allergies which constitute one of the leading chronic ailments suffered by children¹
- Despite their concerns about side effects, parents do give their children allergy medication and a large percentage rely on OTC products.
- Allergy symptoms parents want relieved most are sneezing and runny nose.

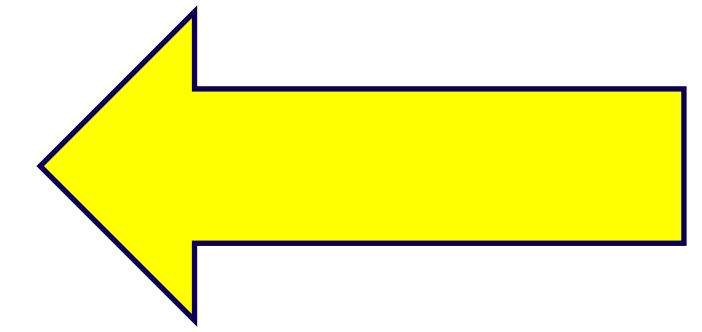
SOURCE: ¹ WWW.AAFA.ORG

Key Features and Benefits:

- Safe, Effective, Natural Formula for children 2–12 years old
- Multi-symptom, natural relief without sleepy or stimulant side effects
- Pseudoephedrine Free
- Sugar Free, Dye Free
- No artificial flavors

Merchandising Strategy:

- OTC allergy treatments section / Pediatric subsection



4Kids Cold 'n Cough Nighttime



Hyland's 4 Kids Cold 'n Cough Nighttime:

- Relieves symptoms of the common cold in children, especially at night, including coughing, sneezing, sore throat, runny nose, nasal and chest congestion and sleeplessness.
- Natural, Safe and Effective
- Contains no Aspirin, Acetaminophen, Ibuprofen, Naproxen, Pseudoephedrine or Dextromethorphan

Target Audience:

- Parents of children 2–12 years

Sales Potential:

- Over \$4B category at retail annually
- Heightened concerns over allopathic OTC pediatric cough / cold medicines have resulted in fewer consumer options within this category, especially for children under the age of 4.
- Preschoolers contract 6–10 colds per year; kindergartners up to 12 per year; children up to 7 per year, suggesting repeat purchase occasions.¹
- 77% of survey respondents would pay more for a combination product that treats cold symptoms as well as providing a restful night's sleep for their child.
- 22MM school days are lost annually in the U.S. due to colds.

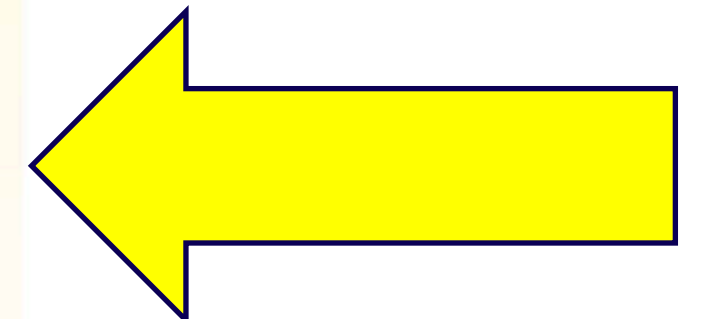
SOURCE: ¹ WEBMD

Key Features and Benefits:

- Safe, effective and natural formula for children 2–12 years old
- Natural relief from common cold symptoms, specially formulated for nighttime to help with sleeplessness
- Works without stimulant side effects
- Contains no Aspirin, Acetaminophen, Ibuprofen, Naproxen, Pseudoephedrine or Dextromethorphan
- Sugar free, Dye free
- No artificial flavors

Merchandising Strategy:

- Cold / Cough / Flu plan-o-gram sets (Pediatric products subsection)



4Kids Cold 'n Cough



Hyland's 4 Kids Cold 'n Cough:

- Relieves symptoms of the common cold in children including coughing, sneezing, sore throat, runny nose, nasal and chest congestion.
- Natural, Safe and Effective
- Contains no Aspirin, Acetaminophen, Ibuprofen, Naproxen, Pseudoephedrine or Dextromethorphan

Target Audience:

- Parents of children ages 2–12 years old

Sales Potential:

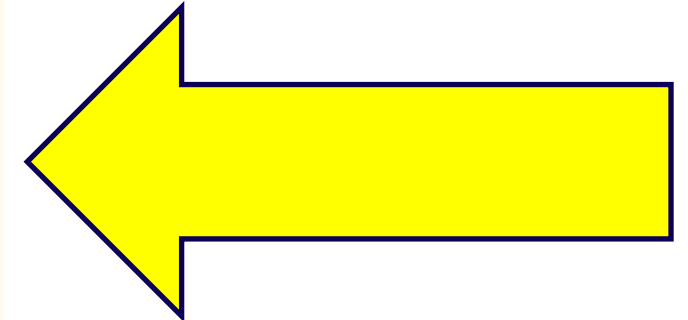
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Key Features and Benefits:

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- Multi-symptom, natural relief without sleepy or stimulant side effects
- Contains no Aspirin, Acetaminophen, Ibuprofen, Naproxen, Pseudoephedrine or Dextromethorphan
- Sugar Free, Dye Free
- No artificial flavors

Merchandising Strategy:

- Cold / Cough / Flu plan-o-gram sets (Pediatric products subsection)



Baby Cough Syrup



Hyland's Baby Cough Syrup:

- Natural relief of coughs due to colds in babies as young as 6 months old
- Formula relieves symptoms of dry cough, hoarse cough, barking cough, gagging cough, tight cough and tickling cough.
- Safe and effective formula
- Contains no Aspirin, Acetaminophen, Ibuprofen, Naproxen, Pseudoephedrine or Dextromethorphan

Target Audience:

- Parents of infants and toddlers ages 6 months to 3 years old

Sales Potential:

- Heightened concerns over allopathic OTC pediatric cold / cough medicines have resulted in fewer consumer options within this category, especially for children under the age of 4.
- Children contract 6–10 colds per year, suggesting repeat purchase occasions.
- Colds and upper respiratory infections affect infants less than 2 years more than any other illness.¹
- Preschoolers contract 6–10 colds per year; Kindergartners up to 12 per year.¹
- Young children are more likely to contract and/or spread colds due to close proximity with other children in child care and school environments.²
- Infant cold category grew +75% in 2014 to 14MM in xAOC³

¹ SOURCE: WEBMD.COM

² SOURCE: HEALTHYCHILDREN.ORG

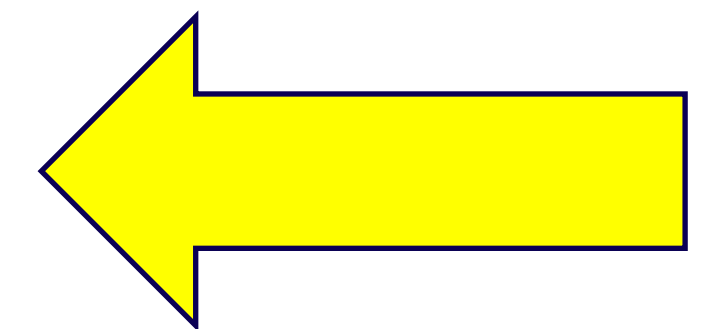
³ SOURCE: NIELSEN: 52WKS. ENDING 12/20/2014

Key Features and Benefits:

- Natural relief of coughs due to colds in infants and toddlers as young as 6 months old
- Safe and effective
- Comes with dosing syringe for more accurate dosing and ease of use
- No artificial flavors, dyes or parabens
- Works without sleepy or stimulant side effects
- Contains no Aspirin, Acetaminophen, Ibuprofen, Naproxen, Pseudoephedrine or Dextromethorphan

Merchandising Strategy:

- Cough / Cold / Flu plan-o-gram sets (Pediatric products subsection)
- Baby Department plan-o-gram sets



LEADING CHEMICAL BASED LABS



EXPORT READY

- U.S. FDA: Certificate of Pharmaceutical Product
- Certificate of Free Sale
- Certificate of Analysis
- Certificate of Origin
- Certificate Quality Control
- Made in the U.S.A



Marketing Support



- ✓ Manufactured Coupons
- ✓ IRC's
- ✓ Displays
- ✓ Flyers
- ✓ Blockers



SAMPLING & EDUCATION

- ✓ PTO/PTA
- ✓ OBGYN Offices
- ✓ Pediatrician Offices
- ✓ Daycare
- ✓ Preschools



SOCIAL

- ✓ Facebook
- ✓ Twitter
- ✓ Instagram
- ✓ Pinterest



DIGITAL

- ✓ Display/ Mobile Ads
- ✓ Audio
- ✓ Native
- ✓ Facebook Ads
- ✓ Google Ads



INFLUENCERS

- ✓ Sponsored Blog Post
- ✓ Social Media Amplification



MOBILE

- ✓ Coupon

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