



*Grow your Body Care Category  
with Aura Cacia<sup>®</sup> Essential Oils!*

**NATURAL CHANNEL – BRAND RANKING**

RANK	BRAND	CURRENT SALES	PRIOR RANK	PRIOR SALES	DOLLAR % CHANGE	DOLLAR CHANGE
1	Dr. Bronners	\$12,883,282	3	\$11,833,883	8.9%	\$1,049,399
2	Burts Bees	\$12,693,626	1	\$12,820,307	-1.0%	-\$126,681
3	Toms of Maine	\$12,549,572	2	\$12,148,203	3.3%	\$401,369
<b>4</b>	<b>AURA CACIA</b>	<b>\$11,573,450</b>	<b>7</b>	<b>\$10,317,891</b>	<b>12.2%</b>	<b>\$1,255,559</b>
5	Alba Botanica	\$10,950,654	6	\$10,389,774	5.4%	\$560,880
6	Kiss My Face	\$10,539,379	5	\$10,544,489	0.0%	-\$5,110
7	Jason Natural Cosmetics	\$10,515,658	4	\$10,807,659	-2.7%	-\$292,001
8	Avalon Organic	\$9,460,339	9	\$9,198,543	2.8%	\$261,796
9	Natures Gate	\$9,438,214	8	\$9,399,149	0.4%	\$39,065
10	Aubrey Organics	\$8,355,309	12	\$7,920,337	5.5%	\$434,972

SPINS - 52 Weeks Ending 3/19/2011

**NATURAL CHANNEL – PRODUCT RANKING**

- #1** Overall Body Care Segment

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- #1** Essential Oils

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- #1** Mineral & Fragrance Baths

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- #1** Bubble Baths

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- #1** Accessories

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- #2** Body & Massage Oils

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- #3** Natural & Synthetic Fragrance Oils & Water

SPINS - 52 Weeks Ending 4/16/2011

*Aura Cacia<sup>®</sup>  
leads the way  
with largest  
sales growth*

