



Sleep Aid

Active Ingredient:
Diphenhydramine, HCl 25 mg

- ◀ Sleep aid without a pain reliever
- ◀ Provides relief for occasional sleeplessness
- ◀ US sleep aid market has doubled in the last 5 years
- ◀ Sleep aid market continues to grow based on:
 - economic fears
 - shifting attitudes regarding sleep disorders
- ◀ 1 in 3 of US adult population experiences some type of sleeping difficulty once a week



Compare to the active ingredient
in TYLENOL Simply Sleep®

- ◀ Tylenol Simply Sleep® is a \$24M Brand
- ◀ Simply Sleep® is #1 National Brand in sleep category with 18% market share
- ◀ Private Label Sleep Remedies grew by 12.4% (2008 vs. 2007)
- ◀ 173 million dosage taken last year (3x more than the next leading brand)



Source IRI F/D/Mx 52 week ending Feb. 25 2009.
This product is not manufactured or distributed
by McNeil Consumer Healthcare, owner of the
registered trademark Tylenol Simply Sleep®.

