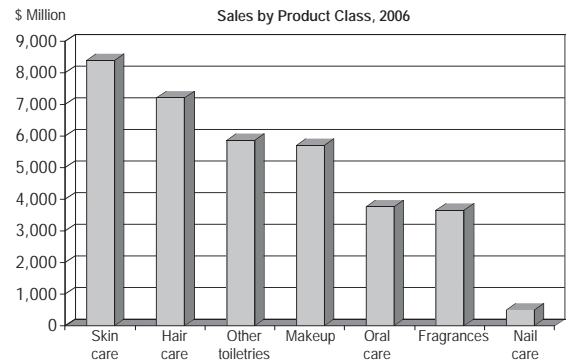


Cosmetics and Toiletries USA

2006 Fact Sheet

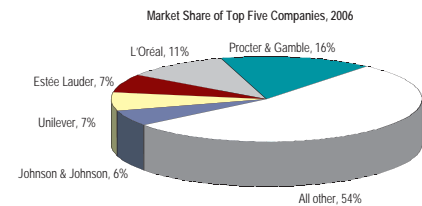
The Market

After experiencing its highest growth in five years during 2005, the cosmetics and toiletries industry reports a slightly lower increase for 2006, with manufacturers' level sales up 3.4% to \$34.7 billion. This growth falls slightly behind the 3.5% increase demonstrated in 2005. Sales have registered a compound annual growth rate of 2.8% since 2001.



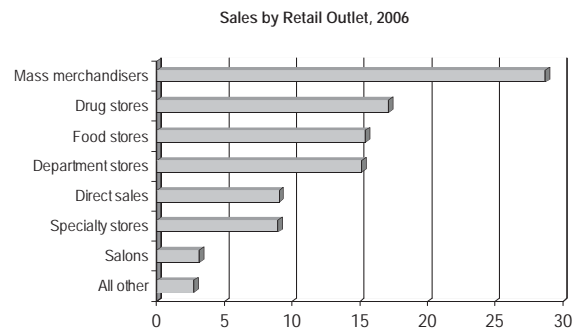
Companies

The 10 largest companies, all but one generating sales greater than \$1 billion, have combined sales of approximately \$22 billion, representing 63.4% of the total industry in 2006. Procter & Gamble is the industry leader by a wide margin, representing 16.0% of total sales. Thirteen of the 27 major companies experience growth at or above the industry average of 3.4% in 2006, with two of these companies reporting double-digit increases.



Retail Channels

The retail landscape for cosmetics and toiletries is widely varied and continually evolving. Mass merchandisers make up the largest retail outlet, accounting for 28.7% of all cosmetics and toiletries purchases in 2006 and experiencing 2.9% growth during the year.



Future Outlook

U.S. sales of cosmetics and toiletries are forecast to reach nearly \$40.3 billion by 2011, increasing at a compound annual growth rate of 3.0%. Unit volume will see a compound annual growth rate of approximately 0.7% through 2011.

