

TOP 200 OTC/HBC BRANDS IN 2007

Here are the top 200 over-the-counter and health and beauty care brands sold in U.S. drugstores, supermarkets, and mass-merchandisers for the 52 weeks ending Dec. 31, 2007, as provided by Information Resources Inc. Due to restrictions, these product categories were excluded: contraceptives, cough drops, cough syrup, foot care, women's fragrances, shaving lotion/men's fragrances, and nail cosmetics.

Rank	Brand	Dollar sales	% change from year ago	Rank	Brand	Dollar sales	% change from year ago
1	PRIVATE LABEL COLD/ALLERGY/SINUS TABLETS/PACKETS	\$485,355,400	3.6%	53	KOTEX SANITARY NAPKINS/LINERS	\$96,837,110	(2.85)
2	PRIVATE LABEL INTERNAL ANALGESIC TABLETS	\$479,604,700	3.62	54	CENTRUM SILVER MULTI-VITAMINS	\$96,413,120	(0.93)
3	PRIOLOSEC OTC ANTACID TABLETS	\$388,699,000	5.51	55	PEDIA SURE WEIGHT CONTROL/NUTRITIONALS LIQ/PWD	\$95,997,050	(11.47)
4	PRIVATE LABEL MINERAL SUPPLEMENTS	\$379,910,200	2.73	56	COLGATE TOTAL TOOTHPASTE	\$95,875,330	(7.17)
5	ALWAYS SANITARY NAPKINS/LINERS	\$315,544,800	1.97	57	SECRET PLATINUM DEODORANTS	\$92,876,970	13.01
6	ADVIL INTERNAL ANALGESIC TABLETS	\$299,994,000	(0.17)	58	PRIVATE LABEL SANITARY NAPKINS/LINERS	\$91,594,570	9.05
7	TYLENOL INTERNAL ANALGESIC TABLETS	\$286,940,900	2.39	59	HUGGIES NATURAL CARE BABY WIPES	\$90,960,300	(3.48)
8	LISTERINE MOUTHWASH/DENTAL RINSE	\$238,998,800	3.10	60	VICKS NYQUIL COLD/ALLERGY/SINUS LIQUID/POWDER	\$90,398,970	(8.19)
9	DOVE NON-DEODORANT BAR SOAP	\$202,488,100	(2.08)	61	PRIVATE LABEL MOUTHWASH/DENTAL RINSE	\$89,984,220	4.46
10	DEPEND ADULT INCONTINENCE PRODUCTS	\$199,499,100	2.45	62	Q TIPS COTTON BALLS/COTTON SWABS	\$89,604,990	(1.32)
11	PRIVATE LABEL ADULT INCONTINENCE PRODUCTS	\$193,503,400	0.52	63	COLGATE TOOTHPASTE	\$89,546,920	(3.83)
12	PRIVATE LABEL FIRST AID OINTMENTS/ANTISEPTICS	\$184,139,800	5.27	64	TYLENOL COLD COLD/ALLERGY/SINUS TABLETS/PACKETS	\$88,760,980	50.40
13	ALEVE INTERNAL ANALGESIC TABLETS	\$178,184,900	11.00	65	JUST FOR MEN HAIR COLORING	\$88,048,320	5.45
14	ENSURE WEIGHT CONTROL/NUTRITIONALS LIQ/PWD	\$164,076,100	4.06	66	CLAIROL NICE N EASY HAIR COLORING	\$86,177,500	5.23
15	PRIVATE LABEL MULTI-VITAMINS	\$157,057,800	(2.74)	67	ALCON OPTI FREE REPLENISH EYE/LENS CARE SOLUTIONS	\$86,100,300	83.56
16	NICORETTE ANTI SMOKING GUM	\$155,453,000	(6.68)	68	BAND AID FIRST AID - TAPE/BANDAGE/GAUZE/COTTON	\$84,249,500	12.87
17	POISE ADULT INCONTINENCE PRODUCTS	\$147,982,400	4.15	69	SLIM FAST OPTIMA WEIGHT CONTROL/NUTRITIONALS LIQ/PWD	\$82,685,020	(26.29)
18	PRIVATE LABEL FIRST AID - TAPE/BANDAGE/GAUZE/COTTON	\$147,961,600	19.21	70	GILLETTE MACH3 TURBO CARTRIDGES	\$82,491,350	(18.03)
19	GILLETTE MACH3 CARTRIDGES	\$147,831,900	(8.47)	71	ALCON OPTI FREE EXPRESS EYE/LENS CARE SOLUTIONS	\$80,135,780	(1.97)
20	PRIVATE LABEL LAXATIVE TABLETS	\$147,544,700	5.10	72	OSTEO BI FLEX MINERAL SUPPLEMENTS	\$78,326,620	18.08
21	CLARITIN COLD/ALLERGY/SINUS TABLETS/PACKETS	\$147,002,700	15.80	73	MOTRIN IB INTERNAL ANALGESIC TABLETS	\$77,891,340	6.00
22	CLARITIN D COLD/ALLERGY/SINUS TABLETS/PACKETS	\$145,522,500	7.99	74	PRIVATE LABEL WEIGHT CONTROL/NUTRITIONALS LIQ/PWD	\$77,011,550	19.40
23	TAMPAX PEARL TAMPONS	\$144,320,200	11.53	75	LIFESCAN ONE TOUCH GLUCOSE	\$75,599,710	1.31
24	PRIVATE LABEL BABY WIPES	\$142,445,900	4.09	76	GILLETTE FUSION POWER CARTRIDGES	\$75,357,770	53.34
25	PRIVATE LABEL ANTACID TABLETS	\$140,934,600	9.71	77	ZANTAC 150 ANTACID TABLETS	\$75,266,010	13.34
26	BENADRYL COLD/ALLERGY/SINUS TABLETS/PACKETS	\$137,885,300	6.56	78	CLAIROL NATURAL INSTINCTS HAIR COLORING	\$74,532,130	(1.53)
27	PRIVATE LABEL ANTI SMOKING GUM	\$132,961,500	(0.57)	79	SERENITY ADULT INCONTINENCE PRODUCTS	\$74,450,170	14.35
28	MUCINEX COLD/ALLERGY/SINUS TABLETS/PACKETS	\$132,856,600	7.85	80	COMMIT ANTI SMOKING TABLETS	\$73,471,890	9.63
29	NATURES BOUNTY MINERAL SUPPLEMENTS	\$132,710,000	30.99	81	KLEENEX COTTONELLE MOIST TOWELETTES	\$73,365,690	37.51
30	TAMPAX TAMPONS	\$132,321,700	(5.51)	82	SOFTSOAP LIQUID HAND SOAP	\$72,946,970	(1.67)
31	CREST TOOTHPASTE	\$126,777,200	(5.78)	83	PRIVATE LABEL ANTI ITCH TREATMENTS (INC CALAMINE)	\$72,812,970	6.66
32	DEGREE DEODORANTS	\$124,475,000	20.34	84	NICODERM CQ ANTI SMOKING PATCH	\$72,251,900	(16.39)
33	NATURE MADE MINERAL SUPPLEMENTS	\$123,658,200	21.98	85	REVLON COLORSILK HAIR COLORING	\$72,133,040	20.99
34	PRIVATE LABEL COTTON BALLS/COTTON SWABS	\$120,728,200	9.82	86	CREST PRO HEALTH TOOTHPASTE	\$71,618,620	219.59
35	GILLETTE FUSION CARTRIDGES	\$119,695,300	76.26	87	ABREVA LIP BALM/COLD SORE MEDICATION	\$70,512,460	10.77
36	PLAYTEX GENTLE GLIDE TAMPONS	\$118,842,900	(6.64)	88	CHILDRENS MOTRIN INTERNAL ANALGESIC LIQUIDS	\$70,502,280	11.78
37	PRIVATE LABEL 1 & 2 LETTER VITAMINS	\$112,219,800	(6.80)	89	NEOSPORIN FIRST AID OINTMENTS/ANTISEPTICS	\$69,156,160	5.83
38	LOREAL SUPERIOR PREFERENCE HAIR COLORING	\$111,537,800	(6.13)	90	HUGGIES BABY WIPES	\$68,999,340	28.32
39	OLAY REGENERIST FACIAL ANTI-AGING	\$110,938,000	19.09	91	LOREAL FERIA HAIR COLORING	\$68,734,060	(0.87)
40	AIRBORNE COLD/ALLERGY/SINUS TABLETS/PACKETS	\$108,655,400	5.61	92	DOVE LIQUID BODY WASH/ALL OTHER	\$68,127,570	24.16
41	TYLENOL PM INTERNAL ANALGESIC TABLETS	\$106,570,500	3.25	93	OLD SPICE HIGH ENDURANCE DEODORANTS	\$67,483,790	3.91
42	NATURE MADE 1 & 2 LETTER VITAMINS	\$106,099,100	9.37	94	PRIVATE LABEL PREGNANCY TEST KITS	\$67,469,730	7.03
43	ALLI WEIGHT CONTROL CANDY/TABLETS	\$105,269,200		95	BREATHE RIGHT NASAL STRIPS	\$67,015,470	3.02
44	CREST WHITENING PLUS SCOPE TOOTHPASTE	\$104,888,700	7.66	96	CENTRUM MULTI-VITAMINS	\$66,780,440	(13.26)
45	MUCINEX DM COLD/ALLERGY/SINUS TABLETS/PACKETS	\$104,457,900	37.44	97	VASELINE INTENSIVE CARE HAND & BODY LOTION	\$66,692,100	(1.03)
46	SUDAFED PE COLD/ALLERGY/SINUS TABLETS/PACKETS	\$104,245,500	10.92	98	IMODIUM AD DIARRHEA TABLETS	\$66,600,780	12.74
47	STAYFREE SANITARY NAPKINS/LINERS	\$102,765,900	(5.06)	99	GARNIER NUTRISSE HAIR COLORING	\$66,256,380	5.86
48	PRIVATE LABEL COLD/ALLERGY/SINUS LIQUID/POWDER	\$102,491,500	2.30	100	CREST PRO HEALTH MOUTHWASH/DENTAL RINSE	\$65,994,270	15.35
49	PRIVATE LABEL NASAL SPRAY/DROPS/INHALER	\$102,091,200	18.18				
50	BAYER INTERNAL ANALGESIC TABLETS	\$101,716,700	(0.64)				
51	LOREAL EXCELLENCE HAIR COLORING	\$99,783,160	1.33				
52	PRIVATE LABEL EYE/LENS CARE SOLUTIONS	\$98,750,060	1.98				

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101	THERAFLU COLD/ALLERGY/ SINUS TABLETS/PACKETS	\$64,632,690	1.50	151	COLGATE MAX FRESH TOOTHPASTE	\$49,465,560	11.02
102	BOOST WEIGHT CONTROL/NUTRITIONALS LIQ/PWD	\$64,081,700	(4.05)	152	AXE LIQUID BODY WASH/ALL OTHER	\$49,409,370	13.48
103	PAMPERS BABY WIPES	\$64,018,000	39.60	153	PRIVATE LABEL ANTI SMOKING PATCH	\$49,245,100	(16.32)
104	FUTURO MUSCLE/BODY SUPPORT DEVICES	\$63,289,580	24.41	154	VICKS DAYQUIL COLD/ALLERGY/ SINUS TABLETS/PACKETS	\$47,837,010	(22.44)
105	SENSODYNE TOOTHPASTE	\$62,817,980	(0.77)	155	PREPARATION H HEMORRHOIDAL CREAM/ OINTMENT/SPRAY	\$47,716,740	(0.23)
106	PRIVATE LABEL SUNTAN LOTION & OIL	\$62,672,840	34.56	156	PAMPERS SENSITIVE BABY WIPES	\$46,366,280	47.68
107	CREST WHITESTRIPS TOOTH BLEACHING/ WHITENING/PWDR/PL	\$62,189,040	11.96	157	MENNEN SPEED STICK DEODORANTS	\$46,303,690	(5.37)
108	EXCEDRIN INTERNAL ANALGESIC TABLETS	\$62,178,550	3.69	158	KOTEX LIGHTDAYS SANITARY NAPKINS/LINERS	\$46,127,270	(12.26)
109	ICY HOT EXTERNAL ANALGESICS RUBS	\$60,956,690	5.49	159	TYLENOL SINUS COLD/ALLERGY/ SINUS TABLETS/PACKETS	\$45,983,210	6.54
110	KOTEX SECURITY TAMPONS	\$60,948,280	(3.02)	160	CLARITIN REDITABS COLD/ALLERGY/ SINUS TABLETS/PACKETS	\$45,581,460	19.27
111	PEPCID AC ANTACID TABLETS	\$60,894,330	(17.10)	161	EXCEDRIN MIGRAINE INTERNAL ANALGESIC TABLETS	\$45,107,940	(2.47)
112	PEPTO BISMOL STOMACH REMEDY LIQUID/POWDER	\$60,621,080	(0.38)	162	PRIVATE LABEL TAMPONS	\$45,048,090	20.33
113	METAMUCIL LAXATIVE/STIMULANT LIQ/PWDR/OIL	\$60,608,330	6.39	163	GILLETTE M3 POWER CARTRIDGES	\$44,896,210	(27.85)
114	BAUSCH & LOMB RENU MULTIPLUS EYE/ LENS CARE SOLUTIONS	\$60,386,340	(2.96)	164	WET ONES MOIST TOWELETTES	\$44,475,000	1.19
115	VICKS HMDFRS/VPRZRS/AIR PR-FLT	\$59,359,820	21.75	165	DIAL DEODORANT BAR SOAP	\$44,454,540	(1.10)
116	PRIVATE LABEL VAGINAL TREATMENTS	\$59,342,740	(1.88)	166	MONISTAT 3 VAGINAL TREATMENTS	\$44,031,120	5.31
117	ENSURE PLUS WEIGHT CONTROL/ NUTRITIONALS LIQ/PWD	\$59,169,690	(1.16)	167	LOREAL NATURAL MATCH HAIR COLORING	\$43,501,800	15.91
118	ALKA SELTZER PLUS COLD/ALLERGY/ SINUS TABLETS/PACKETS	\$58,160,370	8.55	168	BENGAY EXTERNAL ANALGESICS RUBS	\$43,188,390	(7.75)
119	PRIVATE LABEL MANUAL TOOTHBRUSHES	\$57,686,360	7.27	169	ADVANCED LISTERINE MOUTHWASH/DENTAL RINSE	\$42,827,550	0.98
120	PRIVATE LABEL INTERNAL ANALGESIC LIQUIDS	\$57,599,810	15.57	170	SECRET CLINICAL STRENGTH DEODORANTS	\$42,627,870	
121	COPPERTONE SUNTAN LOTION & OIL	\$57,427,020	1.20	171	GILLETTE VENUS CARTRIDGES	\$42,286,510	(19.54)
122	DOVE DEODORANTS	\$57,325,460	(2.99)	172	ALAVERT COLD/ALLERGY/SINUS TABLETS/PACKETS	\$42,249,790	(4.85)
123	COPPERTONE SPORT SUNTAN LOTION & OIL	\$57,190,400	11.03	173	CHILDRENS TYLENOL INTERNAL ANALGESIC LIQUIDS	\$41,913,870	0.84
124	ZICAM NASAL SPRAY/DROPS/INHALER	\$56,942,000	0.07	174	ROGAINE HAIR GROWTH PRODUCTS	\$41,851,980	33.48
125	RIGHT GUARD SPORT DEODORANTS	\$56,836,780	(4.15)	175	TUMS EX ANTACID TABLETS	\$41,743,740	(17.25)
126	SECRET DEODORANTS	\$56,791,390	(6.99)	176	ADVIL PM INTERNAL ANALGESIC TABLETS	\$41,731,300	109.51
127	DULCOLAX LAXATIVE TABLETS	\$56,637,030	6.55	177	ROBITUSSIN COLD/ALLERGY/ SINUS LIQUID/POWDER	\$41,587,890	54.96
128	PEPCID COMPLETE ANTACID TABLETS	\$56,380,550	6.16	178	MUCINEX D COLD/ALLERGY/ SINUS TABLETS/PACKETS	\$41,466,180	33.97
129	THERMA CARE HEAT/ICE PACKS	\$56,162,260	(10.73)	179	IMODIUM ADVANCED DIARRHEA TABLETS	\$41,462,060	(1.86)
130	TYLENOL ARTHRITIS INTERNAL ANALGESIC TABLETS	\$56,042,230	4.92	180	VICKS VAPORUB CHEST RUBS	\$41,460,630	9.04
131	OMRON BLOOD PRESSURE KIT	\$55,616,680	(3.03)	181	BAN DEODORANTS	\$41,386,740	(1.67)
132	OLD SPICE RED ZONE DEODORANTS	\$55,498,250	7.95	182	AFRINI NASAL SPRAY/DROPS/INHALER	\$41,229,950	8.30
133	PRIVATE LABEL HAND & BODY LOTION	\$55,299,430	6.77	183	PRIVATE LABEL DIARRHEA TABLETS	\$41,205,400	5.46
134	MONISTAT 1 VAGINAL TREATMENTS	\$55,045,940	(1.20)	184	OLAY DEFINITY FACIAL ANTI-AGING	\$41,134,840	162.07
135	PRIVATE LABEL DISPOSABLES	\$54,801,830	5.10	185	SKINTIMATE SHAVING CREAM	\$40,692,030	(24.98)
136	TYLENOL INTERNAL ANALGESIC LIQUIDS	\$54,594,970	1.78	186	PRIVATE LABEL MOIST TOWELETTES	\$40,589,750	26.67
137	MAYBELLINE GREAT LASH MASCARA	\$54,324,900	2.50	187	E P T PREGNANCY TEST KITS	\$40,419,480	(7.59)
138	FIRST RESPONSE PREGNANCY TEST KITS	\$53,795,960	0.45	188	OLAY COMPLETE FACIAL MOISTURIZERS	\$40,144,970	(6.95)
139	CHILDRENS TYLENOL COLD/ALLERGY/ SINUS LIQUID/POWDER	\$53,735,400	91.27	189	NATURES BOUNTY 1 & 2 LETTER VITAMINS	\$40,129,930	17.79
140	ONE A DAY MULTI-VITAMINS	\$52,924,510	43.41	190	MIDOL FEMININE PAIN RELIEVERS	\$40,044,170	9.99
141	PRIVATE LABEL LAXATIVE/STIMULANT LIQ/PWDR/OIL	\$52,734,460	0.43	191	LEVER 2000 DEODORANT BAR SOAP	\$39,819,240	(6.75)
142	ACE MUSCLE/BODY SUPPORT DEVICES	\$52,671,030	(12.62)	192	PRIVATE LABEL GLUCOSE	\$39,685,500	(0.90)
143	ALWAYS FRESH SANITARY NAPKINS/LINERS	\$51,978,710	14.83	193	PURELL HAND SANITIZERS	\$39,624,590	(4.32)
144	FIXODENT DENTURE ADHESIVES	\$51,644,000	(1.44)	194	CHAPSTICK LIP BALM/COLD SORE MEDICATION	\$39,550,570	(4.60)
145	CREST WHITENING EXPRESSIONS TOOTHPASTE	\$51,563,880	(18.21)	195	GILLETTE CUSTOM PLUS DISPOSABLES	\$39,487,660	(3.48)
146	PRIVATE LABEL LIQUID HAND SOAP	\$50,853,170	17.54	196	ROLAIDS ANTACID TABLETS	\$39,317,070	(4.93)
147	SLIM FAST OPTIMA MEAL ON THE GO WEIGHT CONTROL/NUTRITIONALS LIQ/PWD	\$50,789,490	25.70	197	ALCON SYSTANE EYE/LENS CARE SOLUTIONS	\$39,183,770	31.26
148	IRISH SPRING DEODORANT BAR SOAP	\$50,555,360	5.29	198	SUAVE NATURALS REGULAR SHAMPOO	\$39,070,250	(7.73)
149	SCOPE MOUTHWASH/DENTAL RINSE	\$50,313,630	(6.45)	199	GILLETTE SENSOR EXCEL CARTRIDGES	\$38,820,300	(6.96)
150	GAS X ANTACID TABLETS	\$50,154,980	10.69	200	BANANA BOAT SUNTAN LOTION & OIL	\$38,767,340	(6.78)