

October 1999

# Dietary Supplement Sales Information

Contract No. 223-96-2290:  
Task Order 4

Supplement to the Final Report

Prepared for

Clark Nardinelli  
DHHS/Food and Drug Administration  
Center for Food Safety and Applied Nutrition, HFS-726  
200 C Street SW  
Washington, DC 20204

Prepared by

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Research Triangle Park, NC 27709

RTI Project Number 6673.004



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Research Triangle Institute (RTI) compiled a database of approximately 3,000 dietary supplement (DS) products for the FDA. The data collection process and the contents of the database are described in the Final Report that accompanies the Dietary Supplement Product Database (DSPD). This Supplement contains detailed records from the data collection process. Section A provides the sources of data included in the DSPD, and Section B provides records of the actual sample selection process.

# Section A: Sources of Data

In this section, we provide the lists of stores, Internet sites, and catalogs from which we drew the sample of DS products. Each are described below.

Table A-1 lists the stores from which we purchased DS products in 10 metropolitan areas (referred to as primary sampling units or PSUs) across the United States. Within each metropolitan area, we purchased products from 10 stores, some of which are classified as health food, vitamin, and herb stores, and some of which are classified as grocery and drug stores.

Table A-2 lists the Internet sites from which we selected DS products. From sites with fewer than or exactly 20 products, we included all of the products in the database. From sites with more than 20 products, we randomly selected 20 products to include in the database.

Table A-3 lists the catalogs from which we selected DS products. From sites with fewer than or exactly 24 products, we included all of the products in the database. From sites with more than 24 products, we randomly selected 24 products to include in the database.

Table A-1. List of Stores Used for Dietary Supplement Purchases

SIC	Store Name	Address	City	State	Zip	Phone
<b>ALAMEDA COUNTY, CA (PSU 8)</b>						
<b>Health Food, Vitamin, and Herb Stores</b>						
5499-01	Health Unlimited	340 Bay Fair Mall	San Leandro	CA	34578-3712	(510) 483-3640
5499-01	GNC	699 Lewelling Blvd #172	San Leandro	CA	94579-1848	(510) 357-5477
5499-01	General Nutrition Center	46699 Mission Blvd	Warm Springs	CA	34539-7994	(510) 490-2312
5499-04	Vitamin World	297 Southland Mall	Hayward	CA	94545-2129	(510) 781-0462
5499-13	Hong Kong Trading Co	449 9th St	Oakland	CA	94607-4001	(510) 893-8816
5499-13	Centro De Salud Y Nutrition	1414 34th Ave	Oakland	CA	94601-3024	(510) 534-5004
5499-13	Life Extension	1229 Solano Ave	Albany	CA	94706-1734	(510) 527-3005
<b>Grocery and Drug Stores</b>						
5411-05	Safeway Store	2280 Foothill Blvd	Hayward	CA	94541-2731	(510) 582-0700
5912-05	Longs Drug	699 Lewelling Blvd	San Leandro	CA	94579-1840	(510) 351-0937
5912-05	Walgreens	15500 Washington Ave	San Leandro	CA	94579-1839	(510) 483-2146
<b>SAN FRANCISCO COUNTY, CA (PSU 9)</b>						
<b>Health Food, Vitamin, and Herb Stores</b>						
5499-01	Irving Health Foods	2309 Irving St	San Francisco	CA	94122-1620	(415) 661-3663
5499-04	Total Life Health Food	1757 Taraval	San Francisco	CA	94116-2308	(415) 681-5544
5499-13	Hang Hing Herb Co.	2512 San Bruno Ave	San Francisco	CA	94134-1505	(415) 468-8978
5499-13	Wing Hong Ning Trading	753 Jackson St	San Francisco	CA	94133-4911	(415) 397-6555
5499-13	Hop Hing Ginseng	1027 Stockton St	San Francisco	CA	94108-1109	(415) 986-7899
5499-13	Superior Trading Co.	837 Washington St	San Francisco	CA	94108-1290	(415) 982-8722
<b>Grocery and Drug Stores</b>						
5411-05	Geary Food Market	4324 Geary Blvd	San Francisco	CA	94118-3004	(415) 668-7474
5411-05	Park Plaza Fine Foods	111 Cambon Drive	San Francisco	CA	94132-2551	(415) 587-7075
5912-05	Walgreens	3801 3rd Street	San Francisco	CA	94124-1409	(415) 285-8770
5912-05	Walgreens	300 Montgomery St	San Francisco	CA	94104-1902	(415) 788-2981

(continued)

Table A-1. List of Stores Used for Dietary Supplement Purchases (continued)

SIC	Store Name	Address	City	State	Zip	Phone
<b>ORANGE COUNTY, CA (PSU 10)</b>						
<b>Health Food, Vitamin, and Herb Stores</b>						
5499-01	General Nutritional Center	1009 Newport Center	Newport Beach	CA	92660-6947	(949) 759-9025
5499-01	Joe's Discount Vitamin & Herb	2135 La Habra Blvd	La Habra	CA	90631-5008	(714) 447-1515
5499-01	General Nutritional Center	16139 Brookhurst St	Fountain Valle	CA	92706-1549	(714) 418-9488
5499-04	Dana Niguel Vitamin & Herb	32525 Golden Latern St # E	Dana Point	CA	92629-3260	(949) 248-9931
5499-04	Norton Nutrition	1030 E. Bastanchury Road	Fullerton	CA	92835-2790	(714) 671-3843
5499-13	Armando's Botanica	2223 W 5th Street # A	Westminster	CA	92683-5500	(714) 903-2550
<b>Grocery and Drug Stores</b>						
5411-05	Lucky Food	23072 Alicia Pkwy	Mission Viejo	CA	92692-1636	(949) 583-7337
5411-05	Lucky Food	6931 Knott Ave & Lapalma	Buena Park	CA	90620-1139	(714) 522-1054
5912-05	Rite Aid	3325 S Bristol St	Santa Ana	CA	92774-7245	(714) 979-4060
5912-05	Drug Emporium	1538 E. Chapman Ave	Orange	CA	92866-2231	(714) 771-2110
<b>JASPER COUNTY, MO (PSU 4)</b>						
<b>Health Food, Vitamin, and Herb Stores</b>						
5499-01	Carthage Health Food Center	2506 Grand Ave	Carthage	MO	64836-3502	(417) 358-6665
5499-13	Natural Health Center	3301 N Range Line Rd	Joplin	MO	64870-9561	(417) 782-0656
5499-13	Herbs For Life	121 W 44th St	Joplin	MO	64804-4516	(417) 624-0353
5499-13	Margie's Herb Shop	1402 S Main St	Joplin	MO	64801-9803	(417) 781-6597
<b>Grocery and Drug Stores</b>						
5411-05	Cadwell Supermarket	1300 Pennell St	Carl Junction	MO	68434-9478	(417) 649-7016
5411-05	H & W Market	130 E Main St	Cartersville	MO	64835-1520	(417) 673-2727
5411-05	Smitty's Bakery	1850 S Maiden Lane	Joplin	MO	64801-3827	(417) 626-0850
5912-05	Consumers Pharmacy	530 Maiden Lane	Joplin	MO	64801	(417) 623-3601
5912-05	Osborn Drugs #3	102 S Main St	Carl Junction	MO	64834-0009	(417) 649-7021
5912-05	Walgreens Drug Strs	2001 S Main St	Joplin	MO	64804-2045	(417) 626-7800

(continued)

Table A-1. List of Stores Used for Dietary Supplement Purchases (continued)

SIC	Store Name	Address	City	State	Zip	Phone
<b>LEXINGTON COUNTY, SC (PSU 6)</b>						
<b>Health Food, Vitamin, and Herb Stores</b>						
5499-01	Nature Well #5 Nature's	1230 Chapin Rd	Chapin	SC	29036-9231	(803) 932-0055
5499-01	14 Carrot Whole Foods	2250 Sunset Blvd	West Columbia	SC	29169-4750	(803) 791-1568
5499-13	Sharpe's Natural Way	1123 S Lake Dr #B	Lexington	SC	29073-7395	(803) 808-6277
<b>Grocery and Drug Stores</b>						
5411-05	Food Lion	1618 Airport Rd	West Columbia	SC	29169-5016	(803) 791-4333
5411-05	Bi-Lo Inc	483 Sunset Blvd	West Columbia	SC	29169-7341	(803) 791-1555
5411-05	Winn-Dixie	3230 Augusta Hwy	West Columbia	SC	29170-2833	(803) 796-4331
5912-05	CVS Pharmacy	2245 Charleston Hwy	Cayce	SC	29033-1705	(803) 796-2586
5912-05	Medicine Shoppe Pharmacy	1300 Sunset Blvd	West Columbia	SC	29169-5914	(803) 791-7043
5912-05	CVS Pharmacy	800 Lake Murray Blvd	Irmo	SC	29063-8345	(803) 781-1135
5912-05	CVS Pharmacy	1210 Charleston Hwy	West Columbia	SC	29169-6166	(803) 739-5180
<b>MANHATTAN COUNTY, NY (PSU 1)</b>						
<b>Health Food, Vitamin, and Herb Stores</b>						
5499-01	Broadway Health Foods	2333 Broadway	New York	NY	10027	(212) 874-6048
5499-04	Vitamin Shoppe	740 Broadway	New York	NY	10003	(212) 995-8716
5499-04	Vitamin Shoppe	2261 Broadway #A	New York	NY	10024	(212) 579-4446
5499-13	Meadowsweet Herbal Apoth.	77 E 4th Street	New York	NY	10004	(212) 254-2870
5499-13	Kang Da Herbal Medicine	19 Pike Street	New York	NY	10002	(212) 608-5961
<b>Grocery and Drug Stores</b>						
5411-05	Uncle Sams Gourmet Deli	128th Ave between 16 & 17th	New York	NY	10011	(212) 366-1891
5411-05	A&P Food Store	228 W End Avenue	New York	NY	10023	(212) 799-3544
5411-05	Stamerboy Corp. Deli	200 2nd Avenue	New York	NY	10011	(212) 529-2046
5912-05	Duane Reade	585 2nd Avenue & 32nd Street	New York	NY	10001	(212) 685-0784
5912-05	Duane Reade	22 W 48th Street	New York	NY	10036	(212) 730-4914

(continued)



Table A-1. List of Stores Used for Dietary Supplement Purchases (continued)

SIC	Store Name	Address	City	State	Zip	Phone
<b>MONTGOMERY COUNTY, MD (PSU 5)</b>						
<b>Health Food, Vitamin, and Herb Stores</b>						
5499-01	General Nutrition Center	701 Russell Ave	Gaithersburg	MD	20877-2612	(301) 869-4414
5499-01	General Nutrition Center	12268 Rockville Pike	Rockville	MD	20852-1680	(301) 230-2689
5499-04	Vitamin Super Stores LLC	538 N Frederick Ave	Gaithersburg	MD	20877-2504	(301) 987-1052
5499-04	Vitamin Super Stores	11844 Rockville Pike	Rockville	MD	20852-2705	(301) 881-2690
5499-13	Herb Shoppe	1001 Olney Sandy Spring Rd	Sandy Spring	MD	20860-1320	(301) 774-2258
<b>Grocery and Drug Stores</b>						
5411-05	Giant Food Inc	5400 Westbard Ave	Bethesda	MD	20916-1409	(301) 652-1484
5411-05	Safeway Stores Inc	10104 River Rd	Potomac	MD	20854-4903	(301) 983-2150
5912-05	CVS Pharmacy	546 N Frederick Ave	Gaithersburg	MD	20877-2504	(301) 948-8260
5912-05	CVS Pharmacy	225 N Washington St	Rockville	MD	20850-1702	(301) 279-5584
5912-05	CVS Pharmacy	6917 Arlington Rd	Bethesda	MD	20814-5211	(301) 718-1627
<b>COOK COUNTY, IL (PSU 3)</b>						
<b>Health Food, Vitamin, and Herb Stores</b>						
5499-01	General Nutrition Center	2769 Pfingsten Rd	Glenview	IL	60025-1152	(847) 562-0228
5499-01	Natural Medicine Center	4757 N. Wilwaukee Ave	Chicago	IL	60630-3630	(773) 545-6055
5499-04	Fruitful Yield Natural	7003 Cemak Road	Berwyn	IL	60402	(708) 788-9103
5499-13	Dr. Michaels Herbs	5109 N. Western Ave	Chicago	IL	60625-2598	(773) 271-7738
<b>Grocery and Drug Stores</b>						
5411-05	Edmar Foods Inc	2019 W Chicago Ave	Chicago	IL	60622-5549	(312) 666-3746
5411-05	Dominick's Finer Foods Inc	15080 S La Grange Rd	Orland Park	IL	60462-3233	(708) 460-7263
5411-05	Jewel Osco	1240 W Harrison St	Chicago	IL	60607-3330	(312) 243-2370
5411-05	Lagens Supermarket	8859 S. California Ave	Evergreen Park	IL	60805-1124	(708) 422-7749
5411-05	Jewel Osco	5610 159th St	Oak Forest	IL	60452-3104	(708) 687-0123
5912-05	Walgreens	6929 Dempster St	Morton Grove	IL	60053-2630	(847) 966-5341

(continued)

Table A-1. List of Stores Used for Dietary Supplement Purchases (continued)

SIC	Store Name	Address	City	State	Zip	Phone
<b>MIDDLESEX COUNTY, MA (PSU 2)</b>						
<b>Health Food, Vitamin, and Herb Stores</b>						
5499-01	Sage's Natural	420 Broadway	Cambridge	MA	02138-4231	(617) 497-1033
5499-01	American Nutrition Center	718 Broadway	Everett	MA	02149-2917	(617) 394-0678
5499-01	Green Street Natural Food	164 Green Street	Melrose	MA	02176-1920	(781) 662-7741
5499-04	Arlington Health Foods	14 Park Ave	Arlington	MA	02474-4133	(781) 643-6600
5499-04	Vitamin World Inc	112 Burlington Mall Rd	Burlington	MA	01803-5300	(781) 221-2207
<b>Grocery and Drug Stores</b>						
5411-05	Star Market	265 Main Street	North Reading	MA	01864-1347	(978) 664-0769
5411-05	Stop N Shop	60 Broadway	Malden	MA	02148-6002	(781) 321-2367
5912-05	CVS Pharmacy	672 Fellsway	Medford	MA	02155-4901	(781) 391-5150
5912-05	Oscos Drug	393 Highland Ave	Somerville	MA	00214-2506	(617) 776-7736
5912-05	Walgreens Drug Stores	446 Boston Rd	Billerica	MA	01821-2714	(978) 670-2123
<b>DADE COUNTY, FL (PSU 7)</b>						
<b>Health Food, Vitamin, and Herb Stores</b>						
5499-01	General Nutrition Center	1550 W 84th St #20	Hialeah	FL	33014-3375	(305) 823-6140
5499-01	Miami Juice	16210 Collins Ave	Miami	FL	33160-4508	(305) 945-0444
5499-01	Abundant Energy Sources	14248 NW 7th Ave	Miami	FL	33158-6813	(305) 685-0517
5499-04	Vitamin Healthcenters	19575 Biscayne Blvd	Miami	FL	33180-2325	(305) 937-2757
5499-04	Continuum Products	4795 W Flagler St	Miami	FL	33134-1470	(305) 448-6666
<b>Grocery and Drug Stores</b>						
5411-05	Publix Supermarkets	850 N Miami Beach Blvd	North Miami	FL	33162-3701	(305) 945-7426
5411-05	Siglo Xx Supermarket	1305 SW 8th St	Miami	FL	33135-3900	(305) 854-1916
5411-05	Winn-Dixie	5850 NW 183rd St	Hialeah	FL	33015-6023	(305) 819-0705
5912-05	Eckerd Drug	18560 Collins Ave	Miami	FL	33160-2427	(305) 945-0597
5912-05	Silvestre Drugs	1268 Palm Ave	Hialeah	FL	33010-3921	(305) 885-8888

Table A-2. List of Websites

ID	Address	Product/Company Name	Number of Products <sup>a</sup>	Street Address	P.O. Box	City	State	Zip	Phone
36	<a href="http://www.asiannet.com/america/page0/gw385.htm">http://www.asiannet.com/america/page0/gw385.htm</a>	Pristine	9	10490 Wilshire Blvd. Suite 402		Los Angeles	CA	90024	888-252-7873
34	<a href="http://www.dms02.com/msmsource.html">http://www.dms02.com/msmsource.html</a>	World Image Naturals	11		4	North Plains	OR	97133	503-647-2244
46	<a href="http://www.smartbasic.com/cat.supplements/1.artemesia.html">http://www.smartbasic.com/cat.supplements/1.artemesia.html</a>	Smart Basic	20	1626 Union St.		San Francisco	CA	94123	800-878-6520
49	<a href="http://www.colloidal-min.com/faq93.htm">http://www.colloidal-min.com/faq93.htm</a>	Soaring Eagle-Colloidal Minerals	20		261280	San Diego	CA	92196	888-464-6325
52	<a href="http://www.netxpose.com/melatonin/">http://www.netxpose.com/melatonin/</a>	Natural Life Products	5	250 Ward Ave. Suite 212		Honolulu	HI	96814	808-596-2148
55	<a href="http://www.mikeschoice.com/about.htm">http://www.mikeschoice.com/about.htm</a>	Mike's Choice	2		367	Schoolcraft	MI	49087	888-770-0329
62	<a href="http://www.aomega.com/ahs/a1201a.htm">http://www.aomega.com/ahs/a1201a.htm</a>	Archangel Health Store	20	NA					
64	<a href="http://www.localaccess.com/new-image/">http://www.localaccess.com/new-image/</a>	New Image Plus	1	1930 Ham Hill Rd.		Centralia	WA	98531	502-254-8003
67	<a href="http://www.gtlherb.com/">http://www.gtlherb.com/</a>	GTL Herbal Solution	4	9660 Flair Drive Suite 268		El Monte	CA	91731	888-452-8688
75	<a href="http://www.specialtybottle.com/~tenzing/d1.html">http://www.specialtybottle.com/~tenzing/d1.html</a>	Tenzing Momo	16	1916 Pike Place	6	Seattle	WA	98101	800-365-9682
76	<a href="http://www.cryptoimmune.com/">http://www.cryptoimmune.com/</a>	Cryptoimmune	1		3	Cohasset	MA	02025	NA
78	<a href="http://www.shrinkme.com/metaboli.htm">http://www.shrinkme.com/metaboli.htm</a>	Metabolife 356	1	2008 College Green Dr		Elgin	IL	60123	800-277-1917
82	<a href="http://www.valusport.com/nutritionline/cregen500grams.html">http://www.valusport.com/nutritionline/cregen500grams.html</a>	Valusport.com	20	NA					
83	<a href="http://www.cetylmyristoleate.com/">http://www.cetylmyristoleate.com/</a>	EHP Products	17		1306	Ashland	KY	41105	606-329-9339
86	<a href="http://www.biotekusa.com/gmain.htm">http://www.biotekusa.com/gmain.htm</a>	Biotek	4		931104	Norcross	GA	30003	800-214-8631
93	<a href="http://www.goodandwell.com/">http://www.goodandwell.com/</a>	Good and Well	14	526 N. Fulton		Wharton	TX	77488	409-282-9400

(continued)

Table A-2. List of Websites (continued)

ID	Address	Product/Company Name	Number of Products <sup>a</sup>	Street Address	P.O. Box	City	State	Zip	Phone
98	<a href="http://www.djherbs.com/kstjohnw.htm">http://www.djherbs.com/kstjohnw.htm</a>	D & J's Herbs and Nutrition	20	2524 So. 161 Circle		Omaha	NE	68130	402-334-7187
103	<a href="http://www.cruzio.com/~mlm/store/forprodh.htm">http://www.cruzio.com/~mlm/store/forprodh.htm</a>	For*mor International	15	NA					888-270-4793
111	<a href="http://www.neoelite.com/herbs/index.html">http://www.neoelite.com/herbs/index.html</a>	NeoElite	20	NA					
114	<a href="http://www.exodushealthproducts.com/ma_huang.htm">http://www.exodushealthproducts.com/ma_huang.htm</a>	Exodus Health products	4	NA					
119	<a href="http://www.baar.com/kelp.htm">http://www.baar.com/kelp.htm</a>	Barr Products	20		60	Downing-town	PA	19335	800-269-2502
128	<a href="http://www.gardensbest.com/phytobear.htm">http://www.gardensbest.com/phytobear.htm</a>	Mannatech	15		6644	Crestline	CA	92325	800-413-2122
146	<a href="http://www.doubleclickd.com/Ecstasy/fairy.html">http://www.doubleclickd.com/Ecstasy/fairy.html</a>	Ecstasy	18	606 Bosley Ave. Suite C		Towson	MD	21204	800-371-9004
153	<a href="http://www.higher-ideals.com/improve.html">http://www.higher-ideals.com/improve.html</a>	Higher Ideals	20	NA					800-636-8644
154	<a href="http://www.novogen.com/html/body_promensil.html">http://www.novogen.com/html/body_promensil.html</a>	Promensil/Nov-ogen	1	6 Landmark Square		Stamford	CT	06901	NA
164	<a href="http://www.energywave.com/sunnie.htm">http://www.energywave.com/sunnie.htm</a>	Green Turtle Bay	7		642	Summit	NJ	07902	800-887-8535
168	<a href="http://www.extremesn.com/research/ACSM.htm">http://www.extremesn.com/research/ACSM.htm</a>	Extreme Sports Nutrition	20		68882	Portland	OR	97268	888-820-3761
175	<a href="http://www.musclemaster.com/Supplements/champion.htm">http://www.musclemaster.com/Supplements/champion.htm</a>	Apollo Fitness and Nutrition	20	NA					800-800-9688
184	<a href="http://www.ozelink.com/natures_energies/evepri1000.htm">http://www.ozelink.com/natures_energies/evepri1000.htm</a>	Nature's Energy	4	Upper Ferntree Gully	112	Victoria	Australia		3-9779-4369
189	<a href="http://www.genuinenutrition.com/programs/weight1.htm">http://www.genuinenutrition.com/programs/weight1.htm</a>	Genuine Nutrition	20	772 Bethlehem Pike		Montgomeryville	PA	18936	800-923-7624
190	<a href="http://www.weims.com/shark2.html">http://www.weims.com/shark2.html</a>	Suncoast Metabolics	4		11234	Pompano Beach	FL	33061	800-794-4461

(continued)

Table A-2. List of Websites (continued)

ID	Address	Product/Company Name	Number of Products <sup>a</sup>	Street Address	P.O. Box	City	State	Zip	Phone
191	<a href="http://www.adfree4u.com/mall/health/vitamin/telent31.shtml">http://www.adfree4u.com/mall/health/vitamin/telent31.shtml</a>	Nature's Rx	20	NA					
195	<a href="http://www.essentialsupport.com/products.htm">http://www.essentialsupport.com/products.htm</a>	Essential Support	9	1532 Anacapa St. Suite 5		Santa Barbara	CA	93101	800-269-7416
197	<a href="http://www.visitorinfo.com/health/prostate.htm">http://www.visitorinfo.com/health/prostate.htm</a>	RPM Distributing-Lametco International	20		1240	Castle Rock	CO	80104	NA
205	<a href="http://www.hilaryholistic.com/psyllium.htm">http://www.hilaryholistic.com/psyllium.htm</a>	Hilary's Holistic Health Center	11		395	Montoursville	PA	17754	717-546-2870
206	<a href="http://www.san-qi.com/">http://www.san-qi.com/</a>	San Qi Inc	1	319 N. Naperville Rd Suite 201		Bolingbrook	IL	60490	888-235-3263
208	<a href="http://www.health-pages.com/gs/index.html">http://www.health-pages.com/gs/index.html</a>	Whole Health Discount Center	20	NA					800-382-1936
210	<a href="http://www.magicperu.com/medicine.htm">http://www.magicperu.com/medicine.htm</a>	Peru- The Magic Country	11	NA					
216	<a href="http://www.qfac.com/prohormones.html">http://www.qfac.com/prohormones.html</a>	Q.F.A.C.	12	NA					888-797-7729
219	<a href="http://www.lifeservices.com/activin.htm">http://www.lifeservices.com/activin.htm</a>	Life Services	20	NA					800-542-3230
220	<a href="http://www1.viaweb.com/vitanet/triox5001.html">http://www1.viaweb.com/vitanet/triox5001.html</a>	Vitanet	20	NA					
223	<a href="http://www.china-guide.com/shampoo.htm">http://www.china-guide.com/shampoo.htm</a>	China Guide	20	NA					888-242-8805
222	<a href="http://www.advancednutrition.com/catalog/an/optizinc.htm">http://www.advancednutrition.com/catalog/an/optizinc.htm</a>	Advanced Nutrition	20	NA					800-527-6454
227	<a href="http://www.vaxa.com/602.html">http://www.vaxa.com/602.html</a>	VAXA	20	NA					
231	<a href="http://www.dsportscience.com/miracle.html">http://www.dsportscience.com/miracle.html</a>	Dexter Sport Science	20	NA					

(continued)

Table A-2. List of Websites (continued)

ID	Address	Product/Company Name	Number of Products <sup>a</sup>	Street Address	P.O. Box	City	State	Zip	Phone
255	<a href="http://www.annex.com/enhancement/trib_art.htm">http://www.annex.com/enhancement/trib_art.htm</a>	Life Enhancement International	10	NA					
262	<a href="http://www.iherb.com/iherb/ihstjohwor33.html">http://www.iherb.com/iherb/ihstjohwor33.html</a>	iHerb	20	NA					888-792-0028
265	<a href="http://www.gnhs.com/hdt.html">http://www.gnhs.com/hdt.html</a>	Global Natural Health Source	20	NA					
266	<a href="http://www.betterbodz.com/library/calories.html">http://www.betterbodz.com/library/calories.html</a>	Better Bodz	20	NA					800-335-6740
267	<a href="http://www.websbest.com/media-masters/healthshop/1e.htm">http://www.websbest.com/media-masters/healthshop/1e.htm</a>	Royal Body Care	20		540892	Dallas	TX	75354	800-835-2563
269	<a href="http://www.ipsrx.com/21562-a.htm">http://www.ipsrx.com/21562-a.htm</a>	IPS	20	5540 Wallings Rd		North Royalton	OH	44133	800-233-3872
272	<a href="http://www.martekbio.com/neuromins.html">http://www.martekbio.com/neuromins.html</a>	Martek	2	6480 Dobbin Rd		Columbia	MD	21045	410-740-0081
274	<a href="http://www.gwwebdesign.com/weight/product.html">http://www.gwwebdesign.com/weight/product.html</a>	Life Span	2	NA					
275	<a href="http://www.liquidcreatine.com/DHEA.htm">http://www.liquidcreatine.com/DHEA.htm</a>	So Cal	17	NA					888-672-9898
279	<a href="http://www.1health.com/specialts_2.htm">http://www.1health.com/specialts_2.htm</a>	Infiniti Health Markets	20		654	Leechburg	PA	15656	800-547-4338
281	<a href="http://www.icentral.com/herbsplus/prod34.html">http://www.icentral.com/herbsplus/prod34.html</a>	Herbs Plus	20	NA					888-727-2365
286	<a href="http://www.k-online.com/~janne/cartilage.htm">http://www.k-online.com/~janne/cartilage.htm</a>	Back and Neck Support Store	8	NA					888-293-0728
287	<a href="http://www.healthysolution.com/">http://www.healthysolution.com/</a>	Accent on Health	13	7 Pebble Beach Dr.		Oak Island	NC	28465	800-272-5984
290	<a href="http://www.b-fit.com/bridgers/socalandro50.html">http://www.b-fit.com/bridgers/socalandro50.html</a>	Bridger's Fitness and Physique	20	NA					800-245-3463
293	<a href="http://www.ballyfitness.com/nutritionals/snackfit.html">http://www.ballyfitness.com/nutritionals/snackfit.html</a>	Bally Total Fitness	7	NA					800-862-6055
295	<a href="http://www.southernblue.com/Squalene/">http://www.southernblue.com/Squalene/</a>	Southern Blue	5	NA					

(continued)

Table A-2. List of Websites (continued)

ID	Address	Product/Company Name	Number of Products <sup>a</sup>	Street Address	P.O. Box	City	State	Zip	Phone
296	<a href="http://www.farookh.com/antlinks.html">http://www.farookh.com/antlinks.html</a>	Velvet Antler	1	Hughes Rd		Mapleton	ME	04757	207-764-7777
297	<a href="http://www.womenscancercenter.com/healtoc.html">http://www.womenscancercenter.com/healtoc.html</a>	Oncovits	1	900 Welch Rd Suite 300		Palo Alto	CA	94304	415-326-6541
304	<a href="http://www.biotherapies.com/genistaqa.htm">http://www.biotherapies.com/genistaqa.htm</a>	Bio Therapies Inc.	18	NA					800-700-7325
307	<a href="http://www.gardenbar.com/products.htm">http://www.gardenbar.com/products.htm</a>	Garden Bar Labs	1		7112	Porter Ranch	CA	91327	800-834-8963
310	<a href="http://www.udep.com/">http://www.udep.com/</a>	UDEP	1	482 Karlo Ct		Deltona	FL	32725	800-869-2831
314	<a href="http://www.etherium.com/aulterra.htm">http://www.etherium.com/aulterra.htm</a>	Etherium	9	16004 SW Tualatin-Sherwood Rd Suite 503		Sherwood	OR	97140	NA
317	<a href="http://www.wimall.com/jbinternational/health3.html">http://www.wimall.com/jbinternational/health3.html</a>	JB International	14	NA					
322	<a href="http://www.doctorsalternatives.com/Skin.htm">http://www.doctorsalternatives.com/Skin.htm</a>	Natural Connections	20	301 West Harford St.		Milford	PA	18337	800-297-7341
321	<a href="http://www.galaxymall.com/health/thezone/pyruvate.html">http://www.galaxymall.com/health/thezone/pyruvate.html</a>	Zone Diet	10	NA					208-523-6084
334	<a href="http://www.menopause-online.com/herbther.htm">http://www.menopause-online.com/herbther.htm</a>	Herbal Alternatives	20	NA					
342	<a href="http://www.ashaninka.com/sangre.htm">http://www.ashaninka.com/sangre.htm</a>	Ashaninka Imports	20		830662	Miami	FL	33283	305-251-8183
344	<a href="http://www.easy-weightloss.com/">http://www.easy-weightloss.com/</a>	Easy Weight loss	20	NA					580-255-1617
356	<a href="http://www.health-image.com/vp/pap.htm">http://www.health-image.com/vp/pap.htm</a>	Health Image	20	NA					888-880-5109
371	<a href="http://www.nutrinet.com/powrburn.htm">http://www.nutrinet.com/powrburn.htm</a>	Nutri Trend	20	17650 B-6 140th St SE Suite 235		Renton	WA	98058	800-336-6640

<sup>a</sup>Number of products refers to the number of products selected to be included in the database. If the site had 20 or fewer products, all were selected. If it had more than 20 products, 20 were randomly selected.

Table A-3. List of Catalogs

Number	Catalog Name	Number of Products <sup>a</sup>	Street Address	P.O. Box	City	State	Zip	Phone
1	Miracle of Aloe	11	802 Rosita St		Pagosa Springs	CO	81147	800-966-2563
2	Bronson	10	600 East Quality Dr.		American Fork	UT	84003	800-776-8308
4	Puritan's Pride	24	1233 Montauk Hwy	9001	Oakdale	NY	11769	800-645-1030
5	The Vitamin Shoppe	24	4700 Westside Ave		North Bergen	NJ	07047	800-223-1216
6	Consumer Vitamin Values	24	860 Grand Blvd.	780	Deer Park	NY	11729	516-586-2292
7	Quantum	21		2791	Eugene	OR	97402	800-448-1448
8	Herrschner & Michelle's	7	220 W. Carmel Dr. Dept. 630A		Carmel	IN	46032	800-451-5773
9	Fitness Systems Mfg. Corp	24	104 Evans Ave	2073	Sinking Spring	PA	19608	800-967-1827
10	Hillestad	22	178 U.S. Highway 51 North	1700	Woodruff	WI	54568	800-535-7742
11	Jenasol	20	580 Ansin Blvd.		Hallandale	FL	33009	954-458-5900
12	The Heritage Store	24		444	Virginia Beach	VA	23458	800-862-2923
14	U.S. Health Club Vitality	24		293	Yonkers	NY	10702	800-431-2186
15	The Feelgood Catalog	4	2895 West Oxford Ave, Suite #1		Englewood	CO	80110	800-997-6789
16	Nutrition Express	24		4076	Torrance	CA	90510	800-338-7979
17	Harvest Health Foods	24	1944 Eastern Ave. S.E.		Grand Rapids	MI	49507	616-245-6268
18	Total Nutrition	24	75 Bi-County Boulevard	4105	Farmingdale	NY	11735	800-645-4446
20	Vitamin Co-op	24	13208 W. Washington Blvd.		Los Angeles	CA	90066	310-823-7773
21	NVE Pharmaceutical and Nutrition	24	33 Newton-Sparta Road		Newton	NJ	07860	800-526-4387
23	CFIDS & Fibromyalgia Health Resource	24	1187 Coast Village Rd. Suite 1-280		Santa Barbara	CA	93108	800-366-6056
24	Eden Ranch	10		370	Topanga	CA	90290	310-455-2065

(continued)



Table A-3. List of Catalogs

Number	Catalog Name	Number of Products <sup>a</sup>	Street Address	P.O. Box	City	State	Zip	Phone
25	Nutrition Headquarters	24	1 Nutrition Plaza		Carbondale	IL	62901	800-851-3551
26	Beehive Botanicals	14	Route 8	8257	Hayward	WI	54843	715-634-4274
27	Vitamin Specialties	24	8160 Ogontz Ave.		Wyncote	PA	19095	800-365-8482
28	Freeda Vitamins	24	36 East 41st St		New York	NY	10017	212-685-4980
29	Vitamin Research Products, Inc.	24	3579 Highway 50 East		Carson City	NV	89701	800-877-2447
30	Vitamin Power Inc.	24	39 St. Mary's Place	0818	Freeport	NY	11520	800-645-6567
31	Oleda	7	6467 Southwest Blvd.		Fort Worth	TX	76132	817-731-1147
32	Indiana Botanic Gardens	24		5	Hammond	IN	46325	800-644-8327
33	Easy Way International	23	5340 Commerce Circle, Suite E		Indianapolis	IN	46237	888-544-3279
34	SDV Vitamins	24		9215	Delray Beach	FL	33482	800-772-9834
35	Carol Bond Health Foods	24	904 N. Main St.	47	Liberty	TX	77575	800-833-8282
37	Better Life Institute - Amway	24	220 Lyon St. NW Suite 800		Grand Rapids	MI	49503	616-787-6279
38	Emerson Ecologics	24	18 Lomar Park		Pepperell	MA	01463	800-654-4432
39	Juice Plus - NSA	3	4260 East Raines Rd.		Memphis	TN	38118	901-541-1309
43	Sunburst	24	832 Merrick Rd.		Baldwin	NY	11510	800-645-8448
44	Brownville Mills	24		145	Brownville	NE		
45	Self Care	9	104 Challenger Dr.		Portland	TN	37148	800-345-3371
46	Bay to Bay	14	453 Ravendale Dr. Suite A		Mountain View	CA	94043	800-647-5749
47	Vitamin Direct, Inc.	24		1983	San Marcos	CA	92079	760-738-4940
48	Stony Mountain Botanicals	24	141 N. Water St.		Loundonville	OH	44842	888-994-4857

(continued)

Table A-3. List of Catalogs

Number	Catalog Name	Number of Products <sup>a</sup>	Street Address	P.O. Box	City	State	Zip	Phone
49	Diet, Nutrition and Energy discount catalog	24	206 Macopin Rd.		Bloomington	NJ	07403	800-221-1833
50	AST Sports Science Inc.	24		4327	Evergreen	CO	80437	800-627-2788
51	Natural Balance	20	3130 Commerce Ct	8002	Castle Rock	CO	80104	800-624-4260
52	Square Roots	24	1500 Jackson St. NE		Minneapolis	MN	55413	888-896-2200
53	Natural Medicine Associates	1	4094 Majestic Lane Suite 107		Fairfax	VA	22033	800-408-1525
54	Green Magic	1	Not available					800-470-2112
55	R Garden	2	4411 Bee Ridge Rd Suite 284		Sarasota	FL	34233	800-470-2112
56	Mamar Laboratories	1	4646 Domestic Ave. Suite 101		Naples	FL	34104	800-862-3931
57	ImmunoCeuticals, Inc	1	14851 NW 27th Ave		Opa Locka	FL	33054	888-921-5201
58	Garden Spot Distributors	24	438 White Oak Rd		New Holland	PA	17557	800-829-5100
59	Herbal Healer Academy	24		97-B	Mt. View	AR	72560	870-269-4177
60	Mountain Naturals	24	20 New England Dr.		Essex Junction	VT	05453	800-992-8451
61	Vitamin Factory	24		278	Hillside	NJ	07205	800-619-1199
62	Hausman's Herbs and Naturals	24	534 W. Girard Ave.		Philadelphia	PA	19123	800-235-5522

<sup>a</sup>Number of products refers to the number of products selected to be included in the database. If the site had 24 or fewer products, all were selected. If it had more than 24 products, 24 were randomly selected.

Section B:  
Sample Selection  
Records

In this section, we provide records of the DS sample selection process for purchased products, catalog products, and Internet site products.

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## B.1 SHOPPER INSTRUCTIONS AND SELECTION FORMS

This section includes the instructions and worksheets used by SPAR/Burgoyne to select and purchase DS products from retail outlets. The instructions are provided in the memorandum "Specifications for Purchase of Dietary Supplements." In addition, shoppers were provided with a supplementary "Job Alert" and a DS definition sheet entitled "What are dietary supplements?" In each store, shoppers used one of the six worksheets that follows for product selection depending on the type of store and the size of the store. RTI provided all of the worksheets with random numbers inserted where necessary for the product selection.

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## B.2 CATALOG SELECTION FORMS

This section provides the worksheets used to randomly select products from "small" and "large" catalogs. "Small" catalogs are those with more than 24 products (thus requiring random selection of products) but fewer than 12 pages. "Large" catalogs are those with more than 12 pages. Tables B-1 and B-2 list the selected products for "small" and "large" catalogs, respectively.

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## B.3 INTERNET SELECTION FORMS

This section provides the worksheets used to randomly select products from "small" and "large" Internet sites. "Small" Internet sites are those with more than 20 products (thus requiring random selection of products) but fewer than 10 sections. "Large" Internet sites are those with more than 10 sections. Tables B-3 and B-4 list the selected products for "small" and "large" Internet sites, respectively.

SHOPPER INSTRUCTIONS  
AND SELECTION FORMS

TO: All Supervisors and Staff  
FROM: Lucille Scerbo and Jeff Permuy  
DATE: 23 February 1999  
RE: **Specifications for Product Purchase of Dietary Supplements**

### **OVERVIEW**

We are purchasing dietary supplements from two different types of stores: health food (health food, vitamin and herb stores) and non-health food (grocery and drug). We will purchase 15 items in health food and 5 items in non-health food stores.

In order to be sure that product is randomly selected for purchase, a very specific procedure must be followed. PLEASE READ AND UNDERSTAND ALL DEFINITIONS AND INSTRUCTIONS BEFORE BEGINNING. You will be completing a store diagram (sketch) and a worksheet for each store. You will need a calculator for this job.

Additionally, there is a dollar limit (before tax) on what we can spend in each store, so you must tally the cost of all designated items in a store BEFORE purchasing. If you are over budget, there is also a procedure for determining which item(s) not to purchase.

**THIS IS A COMPLICATED PRODUCT PURCHASE; USE YOUR BEST JUDGMENT FOR UNUSUAL CONDITIONS YOU MAY FIND.**

### **STORES**

We will complete purchases in 10 stores within a market. These stores have been prescreened and should all be usable, unless there is substantial driving distance or they are in a dangerous area. **DO NOT MAKE ANY STORE SUBSTITUTIONS WITHOUT CALLING US FIRST. Enclosed are two copies of the store list. Should a store need to be replaced for any reason, you must call Lucille or Jeff for the replacement store.** We will advise you which stores to substitute from the list of replacement stores. Substitutes can be made only by like stores (i.e. food for food), and will be provided to you by Lucille or Jeff.

It is a good idea to start with a food or drug store before going to health food stores, because food or drug generally will have fewer products than health food stores.

**After completing your first store, you MUST fax to us (201-934-3935) the first and second page** so that we can verify that it is being done correctly. **You must do this for the first store only!** If we feel you are doing it correctly, you may proceed with the remaining stores. We recently completed a pilot study in New York, and the same errors were done in several stores, because the auditor did not completely understand. She had to go back and repeat the purchase again at her expense. We would like to avoid that at all costs.

### **SCHEDULE**

This purchase should be conducted upon receipt of the materials. You have 5 days to complete your purchases. If you need more time, please call Lucille or Jeff. Please call us once you have completed all 10 stores.

**DEFINITIONS**

**Dietary Supplements:** Please see Attachment A. A loose copy is also enclosed for your convenience.

**Store Size:** Do **not** include displays when classifying stores.

	<b>Health Food Stores</b>	<b>Non-Health Food Stores</b>
Small	15 or fewer shelves of dietary supplements	5 or fewer shelves of dietary supplements
Medium	More than 15 shelves but 15 or fewer sections	More than 5 shelves but 5 or fewer sections
Large	More than 15 sections of dietary supplements	More than 5 sections of dietary supplements

**Displays:** Displays are treated differently, depending on type. Any displays that are on the shelf should be considered as part of the shelf, and items stocked on them should be counted in the normal sequence. Each counter or floor display should be counted as one shelf, and all displays should be grouped together as one section.

**Item:** Each unique brand, size, type, strength or variety of an in-stock product. For example, these are different “items”:

- Brand A Vitamin C 500mg-100 tabs and Brand B Vitamin C 500mg-100 tabs
- Brand A Vitamin C 500mg-100 tabs and Brand A Vitamin C 500mg-250 tabs
- Brand A Vitamin C 500mg-100 tabs and Brand A Vitamin C 1000mg-100 tabs

We are checking products only at the **front of the shelf**, regardless of what is stocked farther back, and even though it may be different product.

We are **NOT** interested in the *number of facings*, only the number of different “items” at the **front of the shelf**. We are **NOT** interested in *inventory count*, only the number of different “items” at the **front of the shelf**.

**Shelf:** Each increment of a rack of shelves, defined by splits; that is, a shelf continues until there is a space (about 2 inches) between shelves, a drop-off or a vertical divider. The shelf is eligible if it contains at least one dietary supplement/product even if there are other products on the shelf as well. Any product stocked on the floor is counted as a shelf. A **row of pegs** (horizontal or vertical, according to dominant pattern) should be counted as a shelf.

**Section:** A group of shelves defined by: vertical dividers, spaces of about 2 inches between most shelves and an overall break in the continuity of shelving. A section should also be counted separately if there are visual breaks in the brands or types of products grouped together that extend vertically or on every legitimate shelf. If there are two sides to a group of shelves, then each side is a section. If the predominant shelf pattern changes, for example, from full to half shelves, then a new section starts where the shelf pattern changes. Endcaps should be counted as another section. If there are freestanding store displays of dietary supplements, all the displays together are considered a section.

**PROCEDURE**

After entering the store, locate the areas with dietary supplements. In non-health foods, be sure to check sections and aisles containing vitamins, cough/cold, health foods, snack aisle, front of checkout counter, by pharmacy. Since herbal teas are dietary supplements, please be sure to check the coffee/tea aisle in grocery stores. Once again, be sure to check the freestanding displays and endcaps for dietary supplements, which can be located anywhere in the store.

**Please note:** The procedure in all stores involves counting shelves and items, and in some stores, counting sections. Include shelves or sections only if they contain at least one dietary supplement.

When counting product in an area that is predominantly dietary supplements, count all items stocked, regardless of whether or not they strictly fill the definitions for dietary supplements. (If you are in an area that is not predominantly dietary supplements, you should skip over and not count any items that are not dietary supplements, because they are not eligible for purchase). **However, when you finally select the items for purchase, you MUST check that each item meets the requirements for a dietary supplement.**

If it does not, then select the next item in sequence, as described on your worksheet. If it is the last item in that section, then pick the 1<sup>st</sup> item on the 1<sup>st</sup> shelf of the next section.



**Completion of Store Diagram - REVISED 2/23/99**

Determine the size of the store based on the above definitions. Complete the store diagram sheet according to the size of the store. Begin by recording the location of the main entrance and the checkouts. Please see the enclosed examples for small, medium or large health and non-health food stores. If the store has two or more floors where dietary supplements are stocked, use a different diagram sheet for each floor, labeling accordingly. When walking through a non-health food store, start with the aisles, then pharmacy and finish up at the checkout area. When walking through a health food store, start with the **PERIMETER** (what is stocked on the walls), then work your way around each aisle or gondola, then finish up at the checkout area

**If it is a small store** (non-health food=5 or fewer shelves, health food=15 or fewer shelves), draw the location, number and label the sections (s) by the type of product stocked. On the enclosed example N-1 (small store), supplements are found in two sections: by the vitamins and by the pharmacy counter. Then count and record the number of shelves in each section, beginning with the very bottom shelf on the left side and moving across the section and upward. After you have counted and recorded the number of shelves in a section, record the number of "items"(NOT facings) on each shelf, counting items sequentially from one shelf to the next (e.g. shelf 1 has items 1-23, shelf 2 has items 24-41, and shelf 3 has items 42-64). Then move to the next section and follow the same procedure, counting the **shelves and items sequentially**. Referring to example N-1, for the section by the pharmacy, shelf 4 has items 66-80, and shelf 5 has items 81-124. Follow this procedure until all sections have been included, remembering to count the items in sequence. If there are any displays, note their location and number them as D-1, D-2, etc. as you find them. **After** you have finished numbering all items on shelves, then go back to any displays and count the items on them in sequence. On your example, the last items counted on shelf was #124, so the items on display would be item #125 and item #126. This means that the last item you count (# 126) also reflects the **TOTAL** number of items in the store. This is the number used to begin your calculations on the worksheet. After finishing your diagram, complete Worksheet N-1, or H-1, depending on the type of store.

**If it is a medium store**, draw the location and number the section(s) by the types of products stocked. Then count the number of shelves containing dietary supplements. As you did in counting "items" in sequence in small stores, you must number the **shelves in sequence** in medium stores. If you find any displays, note their location and number them as D-1, D-2, etc. as you find them. **After** you have finished numbering all the shelves, then go back to any displays and count each display as a shelf, beginning with the next sequential shelf number. On example H-2 (medium store), the last shelf counted was #70, so the three displays would be "shelves" #71, 72 and 73. This is the number used to begin your calculations on the worksheet. After finishing your diagram, complete Worksheet N-2 or H-2, depending on type of store.

**If it is a large store**, draw a diagram and number ALL sections where dietary supplements are stocked. You do not need to label the sections. We recommend that you follow the normal traffic pattern of the store, beginning your section count around the perimeter of the store, then moving toward in-aisle or free-standing shelving, and finishing by the checkout counter. For products along the entire wall, break into sections based on: vertical dividers, spaces of about 2 inches between most shelves or an overall break in the continuity of shelving, or visual breaks in the brands or types of products grouped together. On the enclosed example H-3 (large store), adjoining sections 1-6 were found along the left wall (breaks occurred in brand groupings and in continuity of shelving).

For freestanding shelving units (gondolas), each side or end is considered a section. Continue to move through the store, **numbering each section in sequence.**

If you find any displays, note their location and number them as D-1, D-2, etc. as you find them. Remember that in large stores, all freestanding displays combined count as one section. After you have finished numbering all the sections, then count all displays combined as the next sequential section number. On example H-3, the last section counted was #31, so all four displays combined would be “section” #32. If this section is selected for a purchase, then each display is considered a shelf. On example H-3, the four displays are shelves 1-4. After finishing your diagram, complete Worksheet N-3 or H-3, depending on type of store. The total number of sections is 32.

### **Completion of Worksheets and Selection of Products for Purchase**

Follow the instructions on each worksheet to determine which items to purchase.

We do not want to purchase duplicate products within a store. As you select product, be sure to check that the same product has not already been selected. If you have designated a duplicate for purchase, simply choose the next item to the right, as described in the worksheet procedures for item selection.

**Do not sticker or purchase any product** in a store **until you** have completed all steps of the worksheet and **have calculated the total cost of the product** (Remember to bring a calculator).

If the price is not posted, you must ask what it is. If the total (excluding tax) exceeds \$50 in non-health food and \$250 in health food stores, follow the procedure on the worksheet to determine which product(s) should not be purchased. If you have not purchased items due to budgets and find that after you pay, your dollar total is less than you estimated because of items being on sale, please purchase the item(s) you originally returned, beginning with the least expensive.

If there are any **manufacturer’s pamphlets near the product you are about to purchase**, please take one pamphlet, note the store name & address on it and it with your store packet. Do not send any of the store’s own flyers.

Two sets of **coded stickers** have been provided for each item purchased. Each sticker has a different number on it. After you have purchased the product, place one sticker on the product **and the matching sticker** for that product on the worksheet.

You must do this upon completion of each store before beginning the next store in order to keep product sorted correctly.

Staple your receipt and your store diagram to your worksheet. It would be a good idea to bring a stapler with you when you do the purchases. Remember to bring a calculator.

**FIELD MATERIALS**

- **BUSINESS CARDS** – Some business cards labeled “Field Representative” is enclosed should the store request to see our company name or ask for field identification.
- **AUTHORIZATION LETTER** - Enclosed are several authorization letters should the manager require a written to be given to the manager upon entering. **Please look at the bottom of the letter.** There is a letter for the HEALTH FOOD STORES, and a different letter for the NON-HEALTH FOOD STORES. Remember there is a different amount to be spent in each type of outlet. This job is confidential, which means you are conducting this survey for **Spar Retail Services, no one else.**
- **ADVANCE MONEY** – The check is an estimated amount of the cost for purchasing the products. You are **NOT TO USE** this check for any other costs other than the product purchase. If the sum of the purchased items is less than the amount given to you, write out a check to SPAR/Burgoyne Retail Service for the difference. Do not apply this amount to other expenses. If the total price of the products exceed the amount of the check, add the difference to the invoice. Be sure to label the amount as price of product.
- **PACKING**– You may need to use more than one box when mailing back the forms and products. If so. Label each one accordingly. For example, if you use 3 boxes, label them 1 of 3, 2 of 3 and 3 of 3. Make certain our address is on every box. Use the most convenient and efficient way to pack the products; newspaper, cardboard, Styrofoam, egg cartons, bubble wrap, etc. Be extra careful with the items that are in glass containers. Make sure the box (s) are sealed and taped properly and securely. As you are placing the products neatly in the box (s) check that each one has a sticker on it that corresponds with the item sticker on the worksheet. Include with the products the 10 worksheets with the receipts **STAPLED to the front** and the store diagram stapled at the back of each worksheet. Put the forms in an envelope so that it doesn't get ripped or folded when inside the box.
- **SHIPPING** – The work forms and products must be shipped to our office:

SPAR/BURGOYNE RETAIL SERVICES  
14 INDUSTRIAL AVENUE  
MAHWAH, NJ 07430

You need to use UPS ground service to mail the materials. You can either call for a pick up or bring it to the closest UPS office. For more information, call the toll free number @ 1-800-742-5877. You will need to pay for the packages either at UPS or when they pick up the packages. A check or money order is the only accepted method of payment. Depending on the weight, location and number of boxes, the cost will be between \$15-\$35. **Do not mail in batches. Wait until you have completed all 10 stores and ship all stores together.** Simply bill us for the mailing expense, along with the time and mileage. Do not deduct the cost from the check you received. It is exclusively for the cost of purchasing the products. All other expenditures must be billed separately. If you have any problems using UPS, please call Jeff or Lucille immediately at 800-526-0487.

- **INVOICE** – A couple of our invoices have been provided for your use. Please be sure to use the forms provided. Make sure you break out the mailing cost separately from the other expenses. This is important in assessing the shipping expenses to our client.

- **GENERAL**

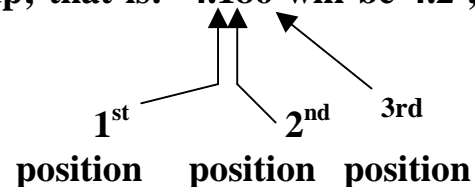
After reading all the enclosed materials, please call Lucille or Jeff to review the materials over the phone. We understand this in a very detailed product purchase. We rather walk you through it, then you assume you know what you are doing and purchase the wrong materials. The client will be getting all the product and the original field material after we have reviewed them. Call us at 800-526-0487.

## JOB ALERT

To: All supervisors & auditors  
From: Lucille Scerbo & Jeff Permuy  
Re: Dietary Supplements  
Date: March 1, 1999

After speaking to a few of the auditors while conducting the product purchase, we would like to remind you of the following:

- **Do not purchase anything from the refrigerator**
- **Do not purchase anything by the ounce or pound**
- **If any of the listed random numbers are 0.00, you would use the number 1 (for dividing or multiplying depending on the column)**
- **Remember to round up! Read each column carefully. When it says to the one decimal, round up; that is: 4.186 will be 4.2 , To 1 St position and round up.**



- **Approximate Time in Store –**
  - **No more than an hour in Non-health stores**
  - **No more than 2 hours in Health stores. For herbs stores it should take less time. If it takes longer, you're either doing something wrong or it is a really big store.**
  - **When placing stickers on purchased items, avoid covering the brand name, description or where it says "dietary supplement".**
- **When ready to ship the materials to us, try to keep each store in it's own bag. Put all the bags together in the box, but try to keep each store separate. This will help us when we have to log in each item that you purchased.**
- **Reminder, do not purchase two of the same items in a store. Review the list of items while you select your next item. At this time you will know if you have already selected it. The store may stock the same item on two different shelves. If you randomly pick the same item twice, do not purchase the second one. Simply select the next item to the right of the duplicate item. Call us from the store w/ any ? 800-526-0487**

## What are dietary supplements?

Dietary supplements include the following products:

- Vitamins
- Minerals
- Herbal and botanical products, whether liquid extracts or in capsule/tablet form
- Amino acids and proteins
- Animal extract products (e.g., shark cartilage)
- Other miscellaneous products such as algae (chlorella, spirulina, blue-green manna), bee pollen, bioflavonoids, brewer's yeast, coenzyme Q, creatine, pyruvate, DHEA, gamma-linolenic acid, inositol, lecithin, nucleic acids, propolis, royal jelly, superoxide dismutase.
- Packaged teas and cough drops that include any of the above dietary supplement ingredients. For example, cough drops with vitamin C, zinc or echinacea would qualify as a dietary supplement. Teas with ginseng, echinacea, ginkgo biloba and/or ginger would be considered dietary supplements. However, teas flavored with chamomile, peppermint, orange or lemon would NOT be dietary supplements, even though they fall into the "herbal" tea category.

The product must be intended to be taken by mouth in **pill, capsule, tablet, or liquid** form.

**If the product has the following, it is almost definitely a dietary supplement:**

- Label says "**dietary supplement**", "**nutritional supplement**", or "**herbal supplement**".
- Label includes a "**Supplement Facts**" box.
- Label has a warning statement saying, "**This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.**"
- Dosage directions begin with the words, "**As a dietary supplement,...**"

**If the label includes none of these, the product may still be a dietary supplement. In general, if a product is grouped with dietary supplements, assume it is one also.**

Dietary supplements are **NOT**:

- Products claiming to be a food
- Products intended to replace a meal
- Products used externally, injected, inhaled, or taken any other way than by mouth. Items labeled as "Essential Oils" or that have warning labels such as "For external use only" or "Do not ingest".
- Homeopathic remedies

Special Cases of products that are **NOT** dietary supplements:

### **Dietary aids for weight loss**

- “Appetite suppressants” such as Dexatrim are NOT dietary supplements.
- Weight loss drinks such as Slim Fast and Sweet Success are NOT dietary supplements.
- Other weight loss products are dietary supplements, for example, chromium picolinate. These will most likely be labeled as “dietary supplements”.

### **Nutrition drinks**

- Nutrition drinks such as Boost and Ensure are NOT dietary supplements.

### **Energy bars**

- Energy bars such as Clif Bar, Balance, Power Bar, and Tiger’s Milk are NOT dietary supplements.

### **Juices**

- Juices are NOT dietary supplements even if they contain dietary supplement ingredients. However, if it is labeled “dietary supplement”, then treat it as one.

### **Protein powders**

- Most protein powders are NOT dietary supplements unless the product is labeled “dietary supplement”.

Shopper Code: \_\_\_\_\_

Date: \_\_\_\_\_

**Worksheet H-1  
Small Health Food Store  
(15 or fewer shelves)**

Store Code: \_\_\_\_\_

Store Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP: \_\_\_\_\_

Start by counting the total number of **items** on all of the shelves.

Write down the total number of **items** (including those on display): \_\_\_\_\_

Divide by 15 (round up to one decimal place): \_\_\_\_\_

Call this **N**.

Multiply **N** x  (round up to one decimal place): \_\_\_\_\_

Call this the **starting point** and record it on **Line 1 of Column A**.

Follow the instructions in the table on the following page to select 15 items. If the selected item is not eligible—that is, it is not a dietary supplement or you have already selected it—choose the next item to the right of it on the shelf. If it is the last item on the shelf, choose the first item on the **next** shelf.

Fill in all of Column A before proceeding to Column B.

		Column A	Column B	Column C	Column D	Column E
	Instructions	Put unrounded numbers here	Round Column A <u>up</u> to a whole number	Write the item name	Item cost (before tax)	Place sticker here <u>after</u> item is purchased
1	Write the <b>starting point</b> here →					
2	Add <b>N</b> to the <b>starting point</b> :					
3	Add <b>N</b> again:					
4	Add <b>N</b> again:					
5	Add <b>N</b> again:					
6	Add <b>N</b> again:					

(continued)



(continued)

		Column A	Column B	Column C	Column D	Column E
	Instructions	Put unrounded numbers here	Round Column A up to a whole number	Write the item name	Item cost (before tax)	Place sticker here <u>after</u> item is purchased
7	Add <b>N</b> again:					
8	Add <b>N</b> again:					
9	Add <b>N</b> again:					
10	Add <b>N</b> again:					
11	Add <b>N</b> again:					
12	Add <b>N</b> again:					
13	Add <b>N</b> again:					
14	Add <b>N</b> again:					
15	Add <b>N</b> again:					



**Select these item numbers.**

Add up the total cost (before tax) of the items: \_\_\_\_\_

If the total cost exceeds \$250 (before tax), then return the most expensive item to the shelf. Cross this item out on the table above. If the total cost still exceeds \$250, repeat this procedure until the cost is below \$250.

After selecting the items to be purchased, place a matching sticker on the item and on the appropriate line above. Also, take any product brochures associated with these items and write the store code on the brochure.

Shopper Code: \_\_\_\_\_

Date: \_\_\_\_\_

**Worksheet H-2**  
**Medium Health Food Store**  
**(More than 15 shelves but 15 or fewer sections)**

Store Code: \_\_\_\_\_

Store Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP: \_\_\_\_\_

Start by counting the total number of **shelves** of dietary supplements.

Write down the total number of **shelves** (including number of displays):

Divide by 15 (round up to one decimal place):

\_\_\_\_\_ Call this **N**.

Multiply **N** x  (round up to one decimal place):

\_\_\_\_\_ Call this the **starting point** and record it on **Line 1 of Column A**.

Follow the instructions in the table on the following page to first select 15 shelves and then select one item from each of those shelves. If the selected item is not eligible– that is, it is not a dietary supplement or you have already selected it– choose the next item to the right of it on the shelf. If it is the last item on the shelf, choose the first item on the **same** shelf.

Fill in all of Column A before proceeding to Column B.

	Instructions	Column A	Column B	Column C	Column D	Column E
		Put unrounded numbers here	Round Column A up to a whole number. This is the <u>shelf number</u>	Count the items on this shelf	Random number	Multiply Column C x Column D (round up to a whole number)
1	Write the <b>starting point</b> here →					
2	Add <b>N</b> to the <b>starting point</b> :					
3	Add <b>N</b> again:					
4	Add <b>N</b> again:					
5	Add <b>N</b> again:					
6	Add <b>N</b> again:					
7	Add <b>N</b> again:					
8	Add <b>N</b> again:					
9	Add <b>N</b> again:					
10	Add <b>N</b> again:					
11	Add <b>N</b> again:					
12	Add <b>N</b> again:					
13	Add <b>N</b> again:					
14	Add <b>N</b> again:					
15	Add <b>N</b> again:					

↑  
*Select these item numbers.*

(Continued on the next page.)

Select the item in the last column in the table above from each of the selected shelves. Note the items and total the cost in the table below:

	Column F	Column G	Column H
	Item name	Item cost (before tax)	Place sticker here <u>after</u> item is purchased
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

Add up the total cost (before tax) of the items: \_\_\_\_\_

If the total cost exceeds \$250 (before tax), then return the most expensive item to the shelf. Cross this item out on the table above. If the total cost still exceeds \$250, repeat this procedure until the cost is below \$250.

After selecting the items to be purchased, place a matching sticker on the item and on the appropriate line above. Also, take any product brochures associated with these items and write the store code on the brochure.

Shopper Code: \_\_\_\_\_

Date: \_\_\_\_\_

**Worksheet H-3**  
**Large Health Food Store**  
**(More than 15 sections)**

Store Code: \_\_\_\_\_

Store Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Start by counting the total number of **sections** of dietary supplements.

Write down the total number of **sections** (plus 1 for all displays): \_\_\_\_\_

Divide by 15 (round up to one decimal place): \_\_\_\_\_

Multiply **N** x  (round up to one decimal place): \_\_\_\_\_

\_\_\_\_\_ Call this **N**.

\_\_\_\_\_ Call this the **starting point** and record it on **Line 1 of Column A**.

Follow the instructions in the table below to first select 15 sections and then select one shelf from each of those sections.

Fill in all of Column A before proceeding to Column B.

(Continued on the next page.)

	Instructions	Column A	Column B	Column C	Column D	Column E
		Put unrounded numbers here	Round Column A up to a whole number. This is the <u>section number</u>	Count the number of shelves in this section	Random number	Multiply Column C x Column D (round up to a whole number). This is the <u>shelf number</u>
1	Write the <b>starting point</b> here →					
2	Add <b>N</b> to the <b>starting point</b> :					
3	Add <b>N</b> again:					
4	Add <b>N</b> again:					
5	Add <b>N</b> again:					
6	Add <b>N</b> again:					
7	Add <b>N</b> again:					
8	Add <b>N</b> again:					
9	Add <b>N</b> again:					
10	Add <b>N</b> again:					
11	Add <b>N</b> again:					
12	Add <b>N</b> again:					
13	Add <b>N</b> again:					
14	Add <b>N</b> again:					
15	Add <b>N</b> again:					

Follow the instructions in the table on the following page to select one item from each of the shelves selected above. First list the section numbers and shelf numbers from the previous page. If the selected item is not eligible- that is, it is not a dietary supplement or you have already selected it- choose the next item to the right of it on the shelf. If it is the last item on the shelf, choose the first item on the **same** shelf.

	Column B	Column E	Column F	Column G	Column H	Column I	Column J	Column K
	Section number	Shelf number	Count the items on this shelf	Random number	Multiply Column F x Column G (round up to whole number)	Item name	Item cost (before tax)	Place sticker here after item is purchased
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								



Select these item numbers.

Add up the total cost (before tax) of the items: \_\_\_\_\_

If the total cost exceeds \$250 (before tax), then return the most expensive item to the shelf. Cross this item out on the table above. If the total cost still exceeds \$250, repeat this procedure until the cost is below \$250.

After selecting the items to be purchased, place a matching sticker on the item and on the appropriate line above. Also, take any product brochures associated with these items and write the store code on the brochure.



Shopper Code: \_\_\_\_\_

Date: \_\_\_\_\_

**Worksheet N-1  
Small Non-Health Food Store  
(5 or fewer shelves)**

Store Code: \_\_\_\_\_

Store Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Start by counting the total number of **items** on all of the shelves (count items, **not** facings.).

Write down the total number of **items** (including those on display): \_\_\_\_\_

Divide by 5 (round up to one decimal place): \_\_\_\_\_

Call this **N**.

Multiply **N** x  (round up to one decimal place): \_\_\_\_\_

Call this the **starting point** and record it on **Line 1** of **Column A**.

Follow the instructions in the table below to select 5 items. If the selected item is not eligible- that is, it is not a dietary supplement or you have already selected it- choose the next item to the right of it on the shelf. If it is the last item on the shelf, choose the first item on the **next** shelf.

Fill in all of Column A before proceeding to Column B.

		Column A	Column B	Column C	Column D	Column E
	Instructions	Put unrounded numbers here	Round Column A <u>up</u> to a whole number	Write the item name	Item cost (before tax)	Place sticker here <u>after</u> item is purchased
1	Write the <b>starting point</b> here →					
2	Add <b>N</b> to the <b>starting point</b> :					
3	Add <b>N</b> again:					
4	Add <b>N</b> again:					
5	Add <b>N</b> again:					



**Select these Item numbers.**

Add up the total cost (before tax) of the items: \_\_\_\_\_

If the total cost exceeds \$50 (before tax), then return the most expensive item to the shelf. Cross this item out on the table above. If the total cost still exceeds \$50, repeat this procedure until the cost is below \$50.

After selecting the items to be purchased, place a matching sticker on the item and on the appropriate line above. Also, take any product brochures associated with these items and write the store code on the brochure.

Shopper Code: \_\_\_\_\_

Date: \_\_\_\_\_

**Worksheet N-2**  
**Medium Non-Health Food Store**  
**(More than 5 shelves but 5 or fewer sections)**

Store Code: \_\_\_\_\_

Store Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Start by counting the total number of **shelves** of dietary supplements.

Write down the total number of **shelves** (including number of displays):

Divide by 5 (round up to one decimal place):

\_\_\_\_\_ Call this **N**.

Multiply **N** x  (round up to one decimal place):

\_\_\_\_\_ Call this the **starting point** and record it on **Line 1 of Column A**.

Follow the instructions in the table below to first select 5 shelves and then select one item from each of those shelves. If the selected item is not eligible- that is, it is not a dietary supplement or you have already selected it- choose the next item to the right of it on the shelf. If it is the last item on the shelf, choose the first item on the **same** shelf.

Fill in all of Column A before proceeding to Column B.

		Column A	Column B	Column C	Column D	Column E
	Instructions	Put unrounded numbers here	Round Column A up to a whole number. This is the <u>shelf number</u>	Count the items on this shelf	Random Number	Multiply Column C x Column D (round up to a whole number)
1	Write the <b>starting point</b> here →					
2	Add <b>N</b> to the <b>starting point</b> :					
3	Add <b>N</b> again:					
4	Add <b>N</b> again:					
5	Add <b>N</b> again:					

↑  
*Select these item numbers.*

(Continued on the next page.)

Select the item in the last column in the table above from each of the selected shelves. Note the items and total the cost in the table below:

	Column F	Column G	Column H
	Item name	Item cost (before tax)	Place sticker here <u>after</u> item is purchased
1			
2			
3			
4			
5			

Add up the total cost (before tax) of the items: \_\_\_\_\_

If the total cost exceeds \$50 (before tax), then return the most expensive item to the shelf. Cross this item out on the table above. If the total cost still exceeds \$50, repeat this procedure until the cost is below \$50.

After selecting the items to be purchased, place a matching sticker on the item and on the appropriate line above. Also, take any product brochures associated with these items and write the store code on the brochure.

Shopper Code: \_\_\_\_\_

Date: \_\_\_\_\_

**Worksheet N-3  
Large Non-Health Food Store  
(More than 5 sections)**

Store Code: \_\_\_\_\_

Store Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP: \_\_\_\_\_

Start by counting the total number of **sections** of dietary supplements.

Write down the total number of **sections** (plus 1 for all displays): \_\_\_\_\_

Divide by 5 (round up to one decimal place): \_\_\_\_\_

Multiply **N** x  (round up to one decimal place): \_\_\_\_\_

Call this **N**.

Call this the **starting point** and record it on **Line 1** of **Column A**.

Follow the instructions in the table below to first select 5 sections and then select one shelf from each of those sections.

Fill in all of Column A before proceeding to Column B.

		Column A	Column B	Column C	Column D	Column E
	Instructions	Put unrounded numbers here	Round Column A <u>up</u> to a whole number. This is the <u>section number</u>	Count the number of shelves in this section	Random number	Multiply Column C x Column D (round up to a whole number). This is the <u>shelf number</u>
1	Write the <b>starting point</b> here →					
2	Add <b>N</b> to the <b>starting point</b> :					
3	Add <b>N</b> again:					
4	Add <b>N</b> again:					
5	Add <b>N</b> again:					

(Continued on the next page.)

Follow the instructions in the table below to select one item from each of the shelves selected above. First list the section numbers and shelf numbers from the previous page. If the selected item is not eligible- that is, it is not a dietary supplement or you have already selected it- choose the next item to the right of it on the shelf. If it is the last item on the shelf, choose the first item on the **same** shelf.

	Column B	Column E	Column F	Column G	Column H	Column I	Column J	Column K
	Section number	Shelf number	Count the items on this shelf	Random number	Multiply Column F x Column G (round up to whole number)	Item name	Item cost (before tax)	Place sticker here after item is purchased
1								
2								
3								
4								
5								

↑  
**Select these item numbers.**

Add up the total cost (before tax) of the items: \_\_\_\_\_

If the total cost exceeds \$50 (before tax), then return the most expensive item to the shelf. Cross this item out on the table above. If the total cost still exceeds \$50, repeat this procedure until the cost is below \$50.

After selecting the items to be purchased, place a matching sticker on the item and on the appropriate line above. Also, take any product brochures associated with these items and write the store code on the brochure.

CATALOG SELECTION FORMS

Table B-1. Guide to Selecting Products from Small Catalogs

Use this worksheet for catalogs with more than 24 products, but 12 or fewer pages. Enter the exact number of products to determine which products to select.

Number	Catalog Name	Number of Pages of D.S.	Number of Products	Number of Products/24 Unrounded		Starting Point	Product Name
				N	Random Number		
47	Vitamin Direct Inc.	7	62	2.58	0.81	2.09	All in One
58	Garden Spot Distributors	7	498	20.75	0.33	6.85	Lemon Aloe Vera
52	Square Roots	7	30	1.25	0.33	0.41	Men's multivitamin
51	Natural Balance	10	36	1.50	0.02	0.03	lpriflavone
50	Power	1	36	1.50	0.57	0.86	Androplex 700
32	Indiana Botanic Gardens	4	24	1.00	0.45	0.45	Bromelain
35	Carol Bond Health Foods	3	170	7.08	0.94	6.66	Vitamin B
43	Sunburst	7	157	6.54	0.77	5.04	St. John's Wort
44	Brownville Mills	3	378	15.75	0.09	1.42	American Ginseng
38	Emerson Ecologics	3	419	17.46	0.45	7.86	Adrenal Cortex
37	Nutrilite	1	28	1.17	0.04	0.05	Saw Palmetto and Nettle Root
60	Mountain Naturals	12	48	2.00	0.96	1.92	Senior's Superior

Product 2		Product 3		Product 4		Product 5		Product 6	
Product Name	Product Name	Product Name	Product Name	Product Name	Product Name	Product Name	Product Name	Product Name	Product Name
4.7	B-100 complex	7.3	Niacin	9.8	Herbal C	12.4	Dry E	15.0	Chromium picolinate
27.6	Cat's claw bark	48.3	Yarrow herb	69.1	Cayenne -Bilberry	89.8	GL formula	110.6	Urinary formula
1.7	Men's multivitamin for veg.	2.9	Women's multivitamin	4.2	Women's multivitamin for veg.	5.4	Women's multi w iron	6.7	Men's multivitamin powder
1.5	lprical plus	3.0	Pep- herbal energy	4.5	Super pep	6.0	Extra strenth guarana	7.5	Sero thin
2.4	Creatine HSC	3.9	EPH <sup>a</sup>	5.4	Creatine monohydrate	6.9	Creatine monohydrate	8.4	Dimetadrine 25
1.5	Ginkgo Biloba	2.5	Glucosamine/Chondrotin	3.5	Bilberry Extract	4.5	Viro 200	5.5	Coenzyme Q 10
13.7	B-6 100 mg	20.8	Niacin Timed release	27.9	Chew C 500	35.0	E-1000 IU caps	42.1	Geri-hi
11.6	Beta Carotene	18.1	Zinc Lozenges	24.7	Ester Bio C	31.2	Economy E-400 IU	37.7	Total Calcium Complex
17.2	One Gram C	32.9	B Complete	48.7	Caro-plete	64.4	Royal Jelly Premier One	80.2	Lovites Chewable C
25.3	Artemesia 500	42.8	Ayurvigor	60.2	Bilberry Extract	77.7	Buffered C powder	95.1	Carnitine 250
1.2	Coenzyme Q10	2.4	Garlic and Licorice	3.5	Siberian Ginseng	4.7	Chromium Picolinate	5.9	Echinacea
3.9	Prenatal Superior	5.9	Kid's Superior	7.9	Beta Carotene	9.9	Ultra C	11.9	Chromate

(continued)

Table B-1. Guide to Selecting Products from Small Catalogs (continued)

Use this worksheet for catalogs with more than 24 products, but 12 or fewer pages. Enter the exact number of products to determine which products to select.

Product 7	Product Name	Product 8	Product Name	Product 9	Product Name	Product 10	Product Name	Product 11	Product Name
17.6	Zinc lozenges	20.2	Co-Q10	22.8	Chondroitin sulfate and glucosamine sulfate	25.3	dhea	27.9	Melatonin
131.3	Xayenne	152.1	Nettle herb	172.8	Vitex	193.6	Valerian nighttime	214.3	Ginkgold
7.9	Women's multivitamin Powder	9.2	Bodywork	10.4	Push play	11.7	Tough cell	12.9	protein scoop plain
9.0	Ultra Diet Pep	10.5	Ultra diet pep 2000	12.0	Fat magnet	13.5	Ginkgo Biloba	15.0	Dhea
9.9	DHEA- 25	11.4	DHEA 100	12.9	Egg pro plus	14.4	GABA	15.9	GL3 L-glutamine
6.5	Vegetable & Fruit	7.5	Yohimbe	8.5	Men's Formula	9.5	Soy Extract	10.5	Vitamol
49.2	Dolomite	56.2	Magnesium	63.3	Potassium 99	70.4	CPP Natural	77.5	Herbaltone
44.3	Pure Gar	50.8	Whole Earth Multi	57.4	Lecithin-100	63.9	Pycnogenol-50	70.5	Sunburst 62-180
95.9	Ultra Ginkgo	111.7	Chlorophyl Plus	127.4	Hypericalm	143.2	Betaine HCL	158.9	Megazyme Pancreatin
112.6	Coherin	130.1	DGL Licorice Root powder	147.5	Echinacea Pro	165.0	Ester C w magnesium	182.4	Folicare
7.0	Passionflower with chamomile	8.2	Chewable C	9.4	Double X Minerals	10.5	Antioxidant Complex	11.7	Bio C Plus
13.9	DMG-125	15.9	Bovine Cartilage	17.9	Green Mussel <sup>a</sup>	19.9	Disc Care	21.9	Citrin
Product 12	Product Name	Product 13	Product Name	Product 14	Product Name	Product 15	Product Name	Product 16	Product Name
30.5	Pycnogenol	33.1	Evening primrose oil	35.7	Flora balance	38.3	Perfect 7	40.8	Echinacea
235.1	Cranberry concentrate	255.8	SE valerian	276.6	Vitamin B-2	297.3	Buffered C	318.1	Boron
14.2	Vegetable scoop	15.4	Fiber scoop	16.7	Soy protein scoop plain	17.9	Green scoop	19.2	Top seed
16.5	DHEA for men	18.0	Pregnenolone	19.5	Rhodiola	21.0	St. John's Wort	22.5	HTP calm
17.4	Androstenedione 100 <sup>a</sup>	18.9	Alpha Lipoic Acid	20.4	Melatonin	21.9	Multi-pro 32x	23.4	NAC 500 <sup>a</sup>
11.5	Hearty Heart	12.5	Breathe EZ	13.5	Super Herb Diet	14.5	Apple Cider Vinegar	15.5	Butcher's Broom
84.6	Lecithin granules	91.7	UAS Acidophilus	98.7	CO-Q10 30 mg	105.8	Green Barley	112.9	Odor-ease
77.0	L-Lysine- 100	83.5	Sunvite Tabs	90.1	B-Plex 50 tabs- 100	96.6	B-plex mega- 100	103.2	Vitamin C -1000-250
174.7	Thymulus	190.4	Phyto-biotic	206.2	Daily Fiber w. Herbs	221.9	Black Cohosh	237.7	Echinacea
199.9	Germanium 25 sublingual	217.4	Green Black Walnut	234.8	Intestinalis	252.3	Lomatium Supreme	269.7	Methionine 500mg
12.9	C-500	14.0	Vitamin E	15.2	Natural Beta Carotene	16.4	Beta Carotene	17.5	Protein Powder
23.9	Grape Seed extract	25.9	Octa-Bee	27.9	Primrose Oil	29.9	Digest-Zyme	31.9	Super Aminos

(continued)



Table B-1. Guide to Selecting Products from Small Catalogs (continued)

Use this worksheet for catalogs with more than 24 products, but 12 or fewer pages. Enter the exact number of products to determine which products to select.

Product 17	Product Name	Product 18	Product Name	Product 19	Product Name	Product 20	Product Name	Product 21	Product Name
43.4	Ginkgo biloba	46.0	Daily energy	48.6	Bee pollen	51.2	Super prolean	53.8	L-carnitine
338.8	Max EPA	359.6	Cod liver oil	380.3	Vitamin C	401.1	Garlic	421.8	Zinc chelated
20.4	Full circ	21.7	Pro bono	22.9	Cran can	24.2	Promensil	25.4	Over easy
24.0	MSM	25.5	Cardio-TMG	27.0	Super Flex	28.5	Cobra	30.0	Ultra colon clen
24.9	Ny-tro PRO-40	26.4	Trioxalon 500	27.9	PS-Phosphatidylserine	29.4	CLA-1000	30.9	VyoPro Whey Protein
16.5	Saw Palmetto	17.5	Ginkgo Plus 4	18.5	Herbal Detox	19.5	Grape Seed Extract	20.5	Formula 220
120.0	Alfalfa	127.1	Gingseng (Siberian)	134.2	Saw Palmetto	141.2	Yohimbe Fuel	148.3	Royal Jelly
109.7	Timed release C-500	116.2	Mega Bio C- 100	122.8	Cat's Claw	129.3	Echinacea/Golden Seal	135.9	Hawthorne Berries
253.4	Male Reproductive	269.2	Red Clover Blossoms	284.9	Nerve Factors	300.7	Breathe Aid	316.4	Kidney and Bladder
287.2	Niacin Inosinate	304.6	Panax Pro	322.1	PFG Garlic	339.6	Pycnogenol	357.0	Serraflazyme
18.7	Natural Multi-Fiber	19.9	Cal Mag Plus	21.0	Iron-Folic Plus	22.2	Natural B complex	23.4	A + Zinc
33.9	Ginkgo biloba	35.9	Bilberry	37.9	St. John's Wort	39.9	Saw Palmetto	41.9	Echinacea
Product 22	Product Name	Product 23	Product Name	Product 24	Product Name				
56.3	Soy	58.9	Wild yam extract	61.5	The big one				
442.6	Kyolic 100	463.3	Ultrazyme tablets	484.1	Hawthorn berries				
26.7	Stress- O -S	27.9	Belly dance	29.2	Fiber capsules				
31.5	Herbal slumber	33.0	Creatine	34.5	Turbo charge <sup>a</sup>				
32.4	VyoPro Whey Protein	33.9	VP2	35.4	Vanadyl Powder				
21.5	Glucosamine Sulfate	22.5	RespiClear	23.5	Fenugreek Tea				
155.4	Glucosamine Sulfate	162.5	NRG Protein	169.6	Aloe Vera Juice				
142.4	Saw Palmetto Powergels	149.0	Yohimbe Bark Extract	155.5	Opti-hair				
332.2	Skeletal Factors	347.9	Super Fat burners	363.7	Echinacea Tea				
374.5	Squaline Caps 450 mg	391.9	Thioctic	409.4	Zinc Lozenges				
24.5	Lecithin -E	25.7	Salmon Omega-3	26.9	Supplement Packets				
43.9	Turmeric	45.9	Hawthorne	47.9	Kava Kava				

<sup>a</sup>Indicates that selected item was ineligible. Next eligible product was selected.

Table B-2. Guide to Selecting Products from Large Catalogs

Use this worksheet for catalogs with more than 12 pages of dietary supplements.

Number	Catalog Name	Number of Pages with Dietary Supps.	Number of Pages/12 Unrounded N	Random Number	N * Random Number	Starting Point
6	Consumer Vitamin Values	46	3.83	0.84	3.22	3.22
49	Diet, Nutrition and Energy discount catalog	96	8.00	0.59	4.76	4.76
48	Stony Mountain Botanicals	21	1.75	0.07	0.12	0.12
36	Botanic Health	33	2.75	0.96	2.64	2.64
34	SDV Vitamins	45	3.75	0.12	0.43	0.43
42	Botanic Choice	24	2.00	0.31	0.63	0.63
27	Vitamin Specialties	43	3.58	0.93	3.34	3.34
17	Harvest Health Foods	26	2.17	0.32	0.70	0.70
59	Herbal Healer Academy	49	4.08	0.95	3.88	3.88
61	Vitamin Factory	38	3.17	0.51	1.60	1.60
62	Hausmann's	17	1.42	0.73	1.03	1.03

2nd page	3rd page	4th page	5th page	6th page	7th page	8th page	9th page	10th page	11th page	12th page
7.05	10.89	14.72	18.55	22.39	26.22	30.05	33.89	37.72	41.55	45.39
12.76	20.76	28.76	36.76	44.76	52.76	60.76	68.76	76.76	84.76	92.76
1.87	3.62	5.37	7.12	8.87	10.62	12.37	14.12	15.87	17.62	19.37
5.39	8.14	10.89	13.64	16.39	19.14	21.89	24.64	27.39	30.14	32.89
4.18	7.93	11.68	15.43	19.18	22.93	26.68	30.43	34.18	37.93	41.68
2.63	4.63	6.63	8.63	10.63	12.63	14.63	16.63	18.63	20.63	22.63
6.92	10.50	14.09	17.67	21.25	24.84	28.42	32.00	35.59	39.17	42.75
2.87	5.03	7.20	9.37	11.53	13.70	15.87	18.03	20.20	22.37	24.53
7.97	12.05	16.13	20.22	24.30	28.38	32.47	36.55	40.63	44.72	48.80
4.77	7.93	11.10	14.27	17.43	20.60	23.77	26.93	30.10	33.27	36.43
2.45	3.87	5.28	6.70	8.12	9.53	10.95	12.37	13.78	15.20	16.62

(continued)

Table B-2. Guide to Selecting Products from Large Catalogs (continued)

Use this worksheet for catalogs with more than 12 pages of dietary supplements.

1st page		Select choice 1 and choice 2 from each page. Round up to the nearest whole number.					
Go To Page Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
4	8	0.95	0.58	7.58	Chew vites- 250	4.67	Vitamin- 250 tabs
5	38	0.10	0.18	3.87	Vitamin A	6.82	Vitamin A and D
1	22	0.64	0.28	14.03	Fenugreek	6.22	Black Cohosh
3	8	0.39	0.24	3.08	Fenugreek 100 tabs	1.89	Ginkgo/Gotu Kola
1	2	0.92	0.84	1.83	Garlic Preferred	1.69	Echinacea Preferred
1	1	0.55	0.06	0.55	Glucosamine Chondroitin	0.06	Ginkgo Plus
4	27	0.88	0.04	23.88	Cat's Claw	1.14	Ginger Root
1	6	0.64	0.96	3.82	Alfalfa herb	5.76	Alum Root
4	18	0.63	0.53	11.40	Vanadium	9.50	HHA 4-Herb Tea
2	9	0.50	0.12	4.46	Pantothenic Acid	1.12	PABA
2	74	0.64	0.08	47.35	Huckleberry Leaves	6.18	Dog Grass
2nd page		Select choice 1 and choice 2 from each page. Round up to the nearest whole number.					
Go To Page Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
8	34	0.1614	0.7852	5.49	Rose hips C- 250	26.70	Citrus bioflavonoids- 250
13	42	0.8381	0.2927	35.20	Country Life Vitamin E Capsules	12.29	Country life Vitamin E
2	8	0.0608	0.8529	0.49	Cleansing tea	6.82	Herbal Air Tea
6	8	0.8749	0.1853	7.00	Garlic Oil-500	1.48	Odorless Garlic-100
5	2	0.6036	0.3442	1.21	Ginkgo Biloba Complex	0.69	Ginkgo Biloba
3	3	0.9322	0.8763	2.80	Formula 220	2.63	Saw Palmetto
7	2	0.2815	0.1226	0.56	Thera-plex Silver for Men	0.25	Thera-plex Silver for Women
3	6	0.758	0.4815	4.55	Boneset Herb	2.89	Blessed Thistle Herb
8	7	0.2964	0.9041	2.07	Black Walnut Tincture	6.33	Rascal for Tapeworms
5	9	0.3464	0.9306	3.12	Ornithine	8.37	Glutamine
3	56	0.492	0.1851	27.55	Senna Leaf- Cut	10.37	Red Root

(continued)

Table B-2. Guide to Selecting Products from Large Catalogs (continued)

Use this worksheet for catalogs with more than 12 pages of dietary supplements.

3rd page		Select choice 1 and choice 2 from each page. Round up to the nearest whole number.					
Go To Page Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
11	10	0.50	0.61	5.02	Green tea	6.13	Lycopene
21	83	0.94	0.92	78.29	Country life Taurine	76.63	NAC 600 mg
4	6	0.89	0.83	5.33	Infant care multi	4.98	Children's Multivitamins
9	4	0.70	0.21	2.82	Heart Tabs	0.83	Butcher's Broom
8	6	0.02	0.58	0.10	Milk Thistle	3.49	Hawthorn
5	3	0.07	0.67	0.22	Arthritis/Rheumatism	2.00	Vegetable and Fruit
11	6	0.77	0.13	4.61	Multi-vites- 250	0.77	Defenders Male Guard
6	3	0.07	0.58	0.20	Cleaver's Herb	1.75	Black Cohosh Root
13	8	0.34	0.06	2.69	Chewable C	0.52	Vitamins plus
8	6	0.96	0.21	5.78	Oxitiva for Women	1.29	Oxitiva Super
4	105	0.93	0.52	97.20	Wormwood	54.87	Horehound
4th page		Select choice 1 and choice 2 from each page. Round up to the nearest whole number.					
Go To Page Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
15.00	48	0.24	0.63	11.38	Folic acid 250	30.22	Choline- 100
29.00	19	0.83	0.11	15.86	DMAE	2.08	Ginkgo Biloba Plus- 90
6.00	40	0.15	0.70	5.87	Bladderwrack	28.17	Osha
11.00	10	0.46	0.24	4.62	Cranberry-500	2.43	Cranberry-250
12.00	7	0.21	0.49	1.49	Ginseng-50	3.43	Ginseng-250
7.00	2	0.99	0.83	1.97	Vitamol	1.66	Viro Plus
15.00	6	0.66	0.39	3.97	Timed Mega Plus- 30	2.34	Mega Plus 250
8.00	7	0.13	0.27	0.94	Cubeb Berries	1.87	Damiana Leaves
17.00	7	0.47	0.59	3.26	Herbal 5000	4.11	Vanadyl Complex
12.00	14	0.52	0.11	7.33	Lecithin- 500	1.61	Garlic
6.00	12	0.36	0.69	4.30	Nature's Lax Tea	8.33	Liver Support Tea

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Table B-2. Guide to Selecting Products from Large Catalogs (continued)

Use this worksheet for catalogs with more than 12 pages of dietary supplements.

5th page		Select choice 1 and choice 2 from each page. Round up to the nearest whole number.					
Go to Page Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
19	14	0.82	0.72	11.43	Avena sativa	10.04	His new improved
37	3	0.12	0.28	0.36	Super male plex	0.85	Super Fem Plex
8	13	0.73	0.85	9.52	Garlic and parsley	11.02	Myrrh and goldenseal
14	13	0.95	0.49	12.29	Goldenseal extract	6.34	Goldenseal Rootcut
9	3	0.05	0.86	0.14	St. John's Wort	2.58	Herbal Lung Formula
18	8	0.17	0.36	1.40	Vita B 50- 250	2.90	Vita B 50 w/Chelates- 100
10	11	0.42	0.03	4.60	Frankincense Gum	0.35	Feverfew Herb
21	2	0.19	0.23	0.38	VegiCaps	0.46	HHA prostate support
15	12	0.06	0.73	0.67	Ginseng	8.81	Goldenseal Rootcut
7	24	0.07	0.44	1.74	3 ginseng blend tea	10.64	Digest Tea
6th page		Select choice 1 and choice 2 from each page. Round up to the nearest whole number.					
Go to Page Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
23	14	0.56	0.84	7.86	Potassium aspartate	11.74	Aspartate
45	2	0.32	0.04	0.63	Aquaway	0.08	Slenderx
9	16	0.89	0.64	14.24	Saw Palmetto Berries	10.26	Pro-50
17	7	0.27	0.86	1.88	Red Clover Tea	6.00	Pycnogenol-60
16	3	0.12	0.10	0.36	Ultra max 46	0.31	Iron-free Multiple
11	2	0.22	0.35	0.44	Respi Clear	0.70	Grapeseed Extract
22	14	0.89	0.77	12.51	Vitamin E- Synthetic 100	10.72	Natural Mixed Tocopherols- 100
12	11	0.60	0.28	6.61	Horehound Herb	3.06	Hibiscus Flowers
25	5	0.84	0.31	4.22	Charcoal Caps	1.56	Multi-enzyme formula
18	5	0.03	0.64	0.17	Mega Multiple #75- 100	3.18	Mega Multiple #6- 500
9	36	0.67	0.12	24.08	Bromelain	4.25	Silica Complex

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Table B-2. Guide to Selecting Products from Large Catalogs (continued)

Use this worksheet for catalogs with more than 12 pages of dietary supplements.

7th page		Select choice 1 and choice 2 from each page. Round up to the nearest whole number.					
Go to Page Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
27	5	0.42	0.68	2.10	Black walnut tincture	3.40	Super w blend
53	20	0.99	0.89	19.89	Trim Time Tea- orange	17.87	Dieter's Tea
11	27	0.99	0.12	26.83	Daily one cap	3.28	Women's Treasure
20	7	0.51	0.56	3.58	MetaboRight-128	3.95	MetaboRight-256
23	2	0.07	0.25	0.14	Soya Lecithin	0.50	Garlic
13	2	0.83	0.59	1.65	Ginkgo Gotu Kola	1.17	Ginkgo Biloba- 30 mg
25	5	0.01	0.47	0.05	Vinegar Tablets	2.35	Odorless Garlic Caps 250
14	9	0.99	0.61	8.93	Lungwort	5.46	Licorice Root
29	4	0.19	0.19	0.78	Eye-guard caps	0.76	Wild Mexican Yam extract
21	130	0.91	0.07	118.62	Magnesium Orotate 200 mg	9.22	CoEnzyme Q Sublingual
10	17	0.52	0.04	8.87	Circu-Care	0.64	Arthritis Aide
8th page		Select choice 1 and choice 2 from each page. Round up to the nearest whole number.					
Go to Page Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
31	15	0.25	0.51	3.78	Choline	7.67	Phosphatidyl choline
61	16	0.67	0.17	10.71	Chromium Picolinate	2.71	Power Gel
13	21	0.10	0.90	2.05	Pycnogenol	18.93	Vitamin E 1000 IU
22	6	0.82	0.76	4.91	Prostate Kit	4.58	Kidney/Bladder kit
27	4	0.92	0.47	3.67	Super C 500	1.89	C-All Inclusive
15	3	0.76	0.13	2.28	Tumeric	0.38	Valerian
29	7	0.88	0.72	6.16	First place Enercharge	5.06	Nature's Energy
16	12	0.71	0.51	8.51	Stinging Nettle	6.14	Myrrh Gum
33	24	0.25	0.54	5.98	HHA COQ10	13.05	Bee Pollen Bulk
24	112	0.09	0.32	9.66	Germanium	35.75	Canthaxanthin 30 mg
11	19	0.78	0.39	14.78	Herbal Nite	7.49	Tummy Tonic

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Table B-2. Guide to Selecting Products from Large Catalogs (continued)

Use this worksheet for catalogs with more than 12 pages of dietary supplements.

9th page		Select choice 1 and choice 2 from each page. Round up to the nearest whole number.					
Go to Page Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
34	35	0.35	0.47	12.17	Hawthorn berries	16.45	Cayenne
69	2	0.71	0.29	1.43	Designer Protein	0.58	Protein powder
15	7	0.54	0.77	3.77	Alkanet	5.36	Alspice
25	5	0.40	1.00	2.00	Folic Acid-500	4.98	Liquid K
31	5	0.45	0.61	2.27	Zinc Picolinate	3.07	Bone Meal
17	4	0.27	0.77	1.08	Coenzyme Q-10	3.09	Green Tea
33	10	0.63	0.40	6.33	Stature- 250	4.03	Bone Meal
19	13	0.08	0.49	1.09	Prickly Ash Bark	6.39	Queen of the Meadow Root
37	48	0.95	0.50	45.65	Boswellia herb	24.14	Bayberry bark
27	86	0.43	0.64	37.18	Diet Max Picolinate	55.42	Citrimax Power
13	20	0.37	0.59	7.37	Creatine Extreme	11.90	Vision Care
10th page		Select choice 1 and choice 2 from each page. Round up to the nearest whole number.					
Go to Page Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
38	9	0.62	0.29	5.61	Pantethine	2.61	Fiberdophilus
77	9	0.93	0.71	8.39	Ovary	6.39	Thyro-vital
16	54	0.94	0.54	50.50	Cayenne Pepper	28.92	Boneset
28	5	0.11	0.80	0.54	Noni Fruit Caps-100	3.98	Soy Tabs-200
35	3	0.72	0.65	2.16	Homocysteine Defense	1.95	Folic Acid 800mcg
19	1	0.45	0.05	0.45	Bromelain	0.05	Royal Jelly
36	6	0.01	0.64	0.06	Max EPA	3.81	Omega-3- 60
21	14	0.88	0.10	12.39	Sheep Sorrel Herb	1.35	Sarsaparilla Root
41	48	0.78	0.08	37.42	Queen of the meadow herb	3.96	Mistletoe herb
31	98	0.90	0.85	88.18	Maitake Mushroom 500 mg	83.30	Ginkgo Smart 400 mg
14	9	0.70	0.61	6.34	St. John's Wort	5.48	Happy Camper

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Table B-2. Guide to Selecting Products from Large Catalogs (continued)

Use this worksheet for catalogs with more than 12 pages of dietary supplements.

11th page		Select choice 1 and choice 2 from each page. Round up to the nearest whole number.					
Go to Page Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
42	17	0.21	0.92	3.57	Creatine monohydrate	15.70	Collagen liquid
85	12	0.28	0.77	3.39	Red Chinese Ginseng	9.29	Siberian Ginseng
18	50	0.64	0.71	32.03	Hemlock cones	35.47	Horehound
31	5	0.35	0.88	1.76	Pumpkin Seed-100	4.40	Leg Cramp Tab-180
38	3	0.41	0.27	1.24	Soya Lecithin	0.81	Lecithin Granules
21	2	0.20	0.10	0.41	Bilberry Plus	0.19	Korean Ginseng
40	2	0.09	0.46	0.19	Hair Plus-50	0.93	For Women-120
23	12	0.81	0.69	9.69	Uva Ursi Leaves	8.32	Valerian Root
45	49	0.30	0.22	14.75	Slippery Elm bark	10.79	Shavegrass herb
34	104	0.25	0.30	26.16	Stinging Nettle 250 mg	30.81	Ginkoba
16	9	0.10	0.89	0.90	Vitex 20 to 40	8.00	Co-Q10
12th page		Select choice 1 and choice 2 from each page. Round up to the nearest whole number.					
Go to Page Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
46	17	0.65	0.37	11.04	Multivitamin 60	6.25	Calcium citrate
93	21	0.49	0.63	10.36	Mood actives	13.30	Sleep Support
20	50	0.07	0.12	3.52	Osha root	5.92	Partridge Berry
33	1	0.04	0.18	0.04	Glucosamine Chondrotin	0.18	Ginkgo Plus 4
42	4	0.00	0.03	0.01	Chromium Picolinate-100	0.12	Chromium Picolinate-250
23	1	0.41	0.58	0.41	Breath-EZ	0.58	Pyruvate
43	6	0.98	0.99	5.90	Pure Serenity Jasmine Tea	5.94	Montana Naturals Pure Energy caps-30
25	9	0.17	0.51	1.54	Wood Betony Herb	4.58	Yellow Dock root
49	36	0.10	0.71	3.74	Blueberry Leaf Teabags	25.52	Alfalfa Mint Teabags
37	93	0.91	0.63	85.08	Herbal Clean Master Detox-Tropical	58.29	Cat's Claw Tea
17	3	0.11	1.00	0.33	DBT Tea	3.00	Richard's Special One



INTERNET SELECTION FORMS

Table B-3. Guide to Selecting Products from Small Websites

Use this worksheet for websites with >20 products that cannot be divided into >10 sections.

Number	Web Address	Company Name	Number of DS Products	Number of Products/20 Unrounded N	Random Number	N x Random Number	Starting Point	Product Name
46	<a href="http://www.smartbasic.com/cat.supplements/1.artemesia.html">http://www.smartbasic.com/cat.supplements/1.artemesia.html</a>	Smart Basics	230	<b>11.50</b>	0.05	0.61	0.61	Acetyl L-Carnitine
49	<a href="http://www.colloidal-min.com/faq93.htm">http://www.colloidal-min.com/faq93.htm</a>	Soaring Eagle- Colloidal Minerals	28	<b>1.40</b>	0.53	0.74	0.74	Ultra Body Toddy
62	<a href="http://www.aomega.com/ahs/index.htm">http://www.aomega.com/ahs/index.htm</a>	Archangel Health Store	79	<b>3.95</b>	0.82	3.25	3.25	AminoLyze
82	<a href="http://www.valusport.com/">http://www.valusport.com/</a>	Valusport.com	116	<b>5.80</b>	0.92	5.34	5.34	5-Androstenediol
111	<a href="http://www.neoelite.com/">http://www.neoelite.com/</a>	Neo Elite Nutrition	31	<b>1.55</b>	0.20	0.32	0.32	DHEA
119	<a href="http://www.baar.com/">http://www.baar.com/</a>	Baar Products	63	<b>3.15</b>	0.36	1.14	1.14	St. John's Wort 100caps
153	<a href="http://www.higherideals.com/">http://www.higherideals.com/</a>	Higher Ideals	23	<b>1.15</b>	0.53	0.61	0.61	Doc's Mineral Rocks
168	<a href="http://www.extremesn.com">http://www.extremesn.com</a>	Extreme Sports Nutrition	47	<b>2.35</b>	0.76	1.79	1.79	Amino 2222 Liquid
173	<a href="http://www.botanichealth.com/bh/default.asp?mscssid=9B2CGX5KTL2H7T0022BMJLRFMGF8QS">http://www.botanichealth.com/bh/default.asp?mscssid=9B2CGX5KTL2H7T0022BMJLRFMGF8QS</a>	Botanic Health	141	<b>7.05</b>	0.91	6.44	6.44	Herb Diet
189	<a href="http://www.genuinenutrition.com/">http://www.genuinenutrition.com/</a>	Genuine Nutrition	42	<b>2.10</b>	0.73	1.54	1.54	Androstenedione
191	<a href="http://www.adfree4u.com/mall/health/nutri/index.shtml">http://www.adfree4u.com/mall/health/nutri/index.shtml</a>	Nature's Rx	27	<b>1.35</b>	0.56	0.76	0.76	St. John's Wort w/Ginkgo Biloba
197	<a href="http://www.visitorinfo.com/">http://www.visitorinfo.com/</a>	RPM Distributing	155	<b>7.75</b>	0.91	7.02	7.02	Inner Balance Dayzymes
208	<a href="http://www.health-pages.com/index.html">http://www.health-pages.com/index.html</a>	Whole Health Discount Center	58	<b>2.90</b>	0.93	2.71	2.71	Bilberry

(continued)

Table B-3. Guide to Selecting Products from Small Websites (continued)

Use this worksheet for websites with &gt;20 products that cannot be divided into &gt;10 sections.

Number	Web Address	Company Name	Number of DS Products	Number of Products/20 Unrounded N	Random Number	N x Random Number	Starting Point	Product Name
219	<a href="http://www.lifeservices.com/index.htm">http://www.lifeservices.com/index.htm</a>	Life Services	131	<b>6.55</b>	0.65	4.23	4.23	B Complex
227	<a href="http://www.vaxa.com/">http://www.vaxa.com/</a>	Vaxa	54	<b>2.70</b>	0.60	1.61	1.61	AM-PM Regen HGH
265	<a href="http://www.gnhs.com/index.html">http://www.gnhs.com/index.html</a>	Global Natural Health	242	<b>12.10</b>	0.33	4.01	4.01	Megavital Forte
267	<a href="http://www.websbest.com/media-masters/healthshop/index.htm">http://www.websbest.com/media-masters/healthshop/index.htm</a>	Royal Body Care	104	<b>5.20</b>	0.68	3.55	3.55	Diosin 2 90caps
269	<a href="http://www.ipsrx.com/">http://www.ipsrx.com/</a>	IPS	73	<b>3.65</b>	0.22	0.80	0.80	A 10,000 IU softgels
290	<a href="http://www.b-fit.com/bridgers/index.html">http://www.b-fit.com/bridgers/index.html</a>	Bridger's Fitness and Nutrition	49	<b>2.45</b>	0.44	1.08	1.08	Giant Mega Mass 4000
322	<a href="http://www.doctorsalternatives.com/">http://www.doctorsalternatives.com/</a>	Natural Connections	46	<b>2.30</b>	0.40	0.93	0.93	Allergy Specific
334	<a href="http://www.menopause-online.com/">http://www.menopause-online.com/</a>	Herbal Alternatives	32	<b>1.60</b>	0.20	0.32	0.32	Anti-oxidant Herbs
342	<a href="http://www.ashaninka.com/">http://www.ashaninka.com/</a>	Ashaninka Imports	23	<b>1.15</b>	0.80	0.92	0.92	Cat's Claw Powder 100caps 350mg
344	<a href="http://www.easy-weightloss.com/">http://www.easy-weightloss.com/</a>	Quick Easy Weight Loss	29	<b>1.45</b>	0.45	0.65	0.65	Cornucopia

(continued)

Table B-3. Guide to Selecting Products from Small Websites (continued)

Use this worksheet for websites with >20 products that cannot be divided into >10 sections.

Number	Product 2	Product Name	Product 3	Product Name	Product 4	Product Name	Product 5	Product Name	Product 6	Product Name
46	12.1	L-Glutamine	23.6	B5 (pantothenic acid)	35.1	Co-Q-10 w/tocotrienals	46.6	Ocudyne II	58.1	Rise Shine
49	2.1	Mineral Toddy	3.5	Rainforest Toddy	4.9	Disiac Toddy	6.3	Super Daily 180	7.7	Male Multi Gland
62	7.2	Cardio-Chelex 150 tabs	11.2	Cat's Claw Forte	15.1	Colodyne 25 oz.	19.1	Co-Q-10 Plus	23.0	Ecology No. 1
82	11.1	Andro-Stack 850	16.9	Androstenedione 50mg 60caps	22.7	Cala-Genex Fuel	28.5	Cayenne Extract 450mg	34.3	Creatine Liquid Energy 16oz.
111	1.9	Androstenedione	3.4	Whey Protein Chocolate	5.0	Natural Water Balance	6.5	Essential Fatty Acids +	8.1	Natural Rest
119	4.3	Pycnogenol 50caps	7.4	Fruit Essence Caplets	10.6	5-HTP 50mg, 30caps	13.7	B-50 B Complex 100caps	16.9	Vitamin E mixed tocopherols 400IU
153	1.8	TJ Clark Minerals	2.9	Champion Cat	4.1	Complete AM Adult	5.2	Complete AM Silver	6.4	Complete AM Kids
168	4.1	Androbolic	6.5	Androdiol	8.8	19 Nor 5 Androstene-3	11.2	Androstat Pro 6	13.5	Nortesten
173	13.5	Mega Protectors 60caps	20.5	Vitamin C w/rose hips 500mg 250tabs	27.6	Blue Green Algae 60tabs	34.6	Calumet Laxative No. 99 2oz tea	41.7	Cinnamon Spice 24 bags
189	3.6	Bio-available Vitamin C	5.7	Chinese Secret	7.8	Colloidal Minerals	9.9	Creatine Monohydrate 500g	12.0	DHEA
191	2.1	Ginkgo Biloba	3.5	Super Ginseng w/Ginkgo Plus	4.8	Cat's Claw	6.2	Perfect Female	7.5	Enzyme Capsules
197	14.8	Chito-Clnz 60caps	22.5	PMS Relief-50	30.3	Yohimbe Royale	38.0	Pure Oil-Free Vit E 400IU	45.8	Children's Multi-Vites 100

(continued)

Table B-3. Guide to Selecting Products from Small Websites (continued)

Use this worksheet for websites with &gt;20 products that cannot be divided into &gt;10 sections.

Number	Product 2	Product Name	Product 3	Product Name	Product 4	Product Name	Product 5	Product Name	Product 6	Product Name
208	5.6	Cal-Sea-M	8.5	Cellasene	11.4	Chaste Tree Berry	14.3	CoEnzyme Q-10	17.2	DHEA
219	10.8	Cardio Shield	17.3	Coenzyme Q-10	23.9	DHEA 25mg	30.4	Electro Carb	37.0	Ginseng, American
227	4.3	Arthritin	7.0	Buffer Ph+	9.7	Cholestin LDL	12.4	Citrislim 60caps	15.1	Day-Pac
265	16.1	Essential Mineral Complex 60tabs	28.2	Vegetarian Super Multi 60tabs	40.3	Oxy Shield 50tabs	52.4	Cranberry Plus 90tabs	64.5	Gold 4oz.
267	8.7	Alert 10	13.9	Chewable Calcium 500mg	19.1	Co Q 10 30mg	24.3	Niacin 475mg	29.5	Alfalfa 518
269	4.4	B-6 100mg tablets	8.1	C-500 Orange Chewable tablets	11.7	C-1000 Prolonged Release tablets	15.4	Chito Lean capsules	19.0	Trim Away vegicaps
290	3.5	National Health Hot Stuff Super X	6.0	Atlas Labs Creatine 1000	8.4	Muscle Tech Acetabolan	10.9	Twinlab Ripped Fuel	13.3	Muscle Tech Creatine 6000ES
322	3.2	B-12/Folic Sublingual	5.5	Bone Special	7.8	CALM ME	10.1	DHEA	12.4	Echinacea #60
334	1.9	Chaste Berry	3.5	Dong Quai	5.1	Feverfew	6.7	Flax Seed Oil	8.3	Goldenseal
342	2.1	Cat's Claw 4:1 Extract	3.2	Cat's Claw Liquid Tincture	4.4	Cats Claw Instant Drink 4:1 Extract	5.5	Cat's Claw 2% Standardized Extract	6.7	Cat's Claw 2% Extract plus Tahuari
344	2.1	Formula of Life Colloidal Minerals	3.6	HCA	5.0	Co-Clenz	6.5	Estronol	7.9	AM-300

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Table B-3. Guide to Selecting Products from Small Websites (continued)

Use this worksheet for websites with >20 products that cannot be divided into >10 sections.

Number	Product 7	Product Name	Product 8	Product Name	Product 9	Product Name	Product 10	Product Name	Product 11	Product Name
46	69.6	Germanium 150mg 30caps	81.1	Acetyl Glucosamine 500mg	92.6	Cardiem™	104.1	DHEA 10mg 90caps	115.6	DHEA Time Release Formula 50 mg 60tabs
49	9.1	Pro Flow	10.5	Vi Plus	11.9	D Stress	13.3	Sugar EZE	14.7	Bio Calcium
62	27.0	EPA Plus	30.9	Glucosamine Complex	34.9	Inner Magic F	38.8	Lung Formula	42.8	MSM Plus
82	40.1	DHEA by Optimum Nutrition	45.9	Echinacea Angustifolia extract	51.7	Ginseng Extract Korean	57.5	Ginseng Siberian 500mg 250caps	63.3	Hawthorn 550mg 100caps
111	9.6	Phosphate Blend	11.2	Glucosamine HCL	12.7	Phen Free	14.3	Creatine monohydrate 775g	15.8	L-Glutamine
119	20.0	Liver Tablets	23.2	Goldenseal Root 500mg	26.3	Colloidal Minerals Raspberry 1qt	29.5	Magnesium Malate	32.6	Glucosamine & Chondroitin
153	7.5	Complete PM Women	8.7	Complete PM Men	9.8	Complete PM kids	11.0	Crystal Catalyst	12.1	Ten Lives
168	15.9	Creatine Monohydrate 500g	18.2	Cell-Tech	20.6	Pyruvate ProVate 2	22.9	Xenadrine RFA-1	25.3	Diet Fuel Caps
173	48.7	Herbal Cleansing 30 day supply tea	55.8	My Helping Heart 24 bags	62.8	Viro 2 oz. Tea	69.9	Glucosamin Chondroitin 60caps	76.9	Ultra Olive Leaf Extract
189	14.1	Natural Wonder	16.2	Ginseng	18.3	Kava Kava	20.4	Liquid Vanadyl	22.5	MSM 300g powder

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Table B-3. Guide to Selecting Products from Small Websites (continued)

Use this worksheet for websites with &gt;20 products that cannot be divided into &gt;10 sections.

Number	Product 7	Product Name	Product 8	Product Name	Product 9	Product Name	Product 10	Product Name	Product 11	Product Name
191	8.9	Prostate Plus	10.2	Colon Cleanse Capsules	11.6	MS w/Vitamin C	12.9	Grape Seed Extract	14.3	Eros Sex Drive Enhancer
197	53.5	Super Vite Tablets 50	61.3	L-Tyrosine 50	69.0	Herbal Weight-Bio Vite	76.8	Bee Pollen Chewable 50mg 100	84.5	Charcoal Capsules 50
208	20.1	Essential Fatty Acids	23.0	Ester-C and CoQ10	25.9	Garlic	28.8	Ginseng: Siberian Milk Thistle	31.7	Glucosamine Sulfate
219	43.5	Green Tea Extract Caps	50.1	Insulin Power Endocrin for Women	56.6	Libido Drive Eternal In for Women	63.2	Extract	69.7	Omega 3/6
227	17.8	Diabin+ Cholestatin Plus	20.5	Phosphatidylserine	23.2	500mg Barley Powder	25.9	Immun-Aid Reishi Shitake	28.6	Min-Pac Siberian Ginseng
265	76.6	w/Fiber 8oz	88.7	Complex Garlic, Odorless	100.8	300tab	112.9	30caps	125.0	60caps Potassium Gluconate
267	34.7	Chamomile Echinacea Extract	39.9	500mg Gingko Biloba	45.1	Licorice Root Gotu Kola Extrat	50.3	Wood Betony Saw Palmetto	55.5	
269	22.7	vegicaps	26.3	Extract vegicaps	30.0	vegicaps	33.6	Extract	37.3	E-200 IU softgels
290	15.8	So Cal Turbo Blast 600	18.2	Eclipse 2000 Androverin	20.7	Pinnacle Crea-Glutide A-DS	23.1	Met-RX Protein Plus	25.6	Primavar II
322	14.7	Energy Support Grape Seed	17.0	Fatigue Support	19.3	Golden Seal	21.6	Heart Smart	23.9	Joint Specific
334	9.9	Extract	11.5	Hawthorne Cat's Claw 2%	13.1	Kave Kava	14.7	Primrose Oil	16.3	St. John's Wort
342	7.8	Cat's Claw 2% Extract plus Sangre de Drago	9.0	Extract plus Camu-Camu	10.1	Caigua Powder	11.3	Chanca Piedra 4:1 Extract	12.4	Instant Drink 4:1 Extract
344	9.4	Shark Cartilage	10.8	Chlorella	12.3	Colloidal Silver	13.7	MEC Plus	15.2	HI-NRG

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Table B-3. Guide to Selecting Products from Small Websites (continued)

Use this worksheet for websites with >20 products that cannot be divided into >10 sections.

Number	Product 12	Product Name	Product 13	Product Name	Product 14	Product Name	Product 15	Product Name	Product 16	Product Name
46	127.1	Herbal Youth Blood Energizer	138.6	MicroBac 3	150.1	Perm a Vite	161.6	Pregnenolone Micronized 10mg 90caps	173.1	Pyruvate Supreme 180caps
49	16.1	Flex Flow	17.5	Life Trans	18.9	EFA Plus	20.3	Sports Toddy	21.7	Kids Toddy
62	46.7	Phase'o Lean Forte	50.7	Proanthens 20mg	54.6	Protein V-100	58.6	Real Energy Packets	62.5	SlenderLean
82	69.1	Immugard	74.9	Mega Fat Burners	80.7	Naturally Ripped	86.5	Nordiol XS	92.3	O.N. Maximum Fat Burners
111	17.4	L-Arginine	18.9	L-Carnitine	20.5	Glycerol	22.0	Multi-Blend	23.6	Athletes' Antioxidant Blend
119	35.8	High Potency Multiple w/Green Superfoods	38.9	Valerian Root	42.1	Alpha Lipoic Acid 100mg	45.2	Grape Seed Extract	48.4	Stinging Nettle Root Extract
153	13.3	Elite	14.4	Enhancer	15.6	Extend-30	16.7	Fabulous Figure 60	17.9	Improve
168	27.6	Thermadrene	30.0	100% Whey Protein Vanilla	32.3	Actisyn Vanilla	34.7	Testostrogen	37.0	Anotesten
173	84.0	Dong Quai 250mg 30caps	91.0	Garlic, Odorless 500mg 100tabs	98.1	Gotu Kola 435mg 90caps	105.1	Korean Ginseng 100mg 100caps	112.2	St. John's Wort 260mg 60tabs
189	24.6	Pantethine-Pantothenic Acid	26.7	Pure Amino Acid Inosine	28.8	Shark Cartilage 100caps	30.9	St. John's Wort Hypericum	33.0	Super PFAX
191	15.6	HGH Enhancer Wafers	17.0	Mega Noni Juice Caps	18.3	Chromium Herbal 5000 Plus	19.7	Chitosan Plus	21.0	Appetite Suppressor
197	92.3	Ginseng-Max	100.0	Lactase Enzyme	107.8	Boron	115.5	Herbalicious Herbal Tea	123.3	Golden Blend

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Table B-3. Guide to Selecting Products from Small Websites (continued)

Use this worksheet for websites with &gt;20 products that cannot be divided into &gt;10 sections.

Product Number	Product 12	Product Name	Product 13	Product Name	Product 14	Product Name	Product 15	Product Name	Product 16	Product Name
208	34.6	Green Tea Extract	37.5	Horsechestnut Extract	40.4	Liquid Ionic Minerals	43.3	Multi-Vitamin & Mineral, Time-Released	46.2	Passion Flower
219	76.3	Prostate Plus	82.8	St. John's Wort	89.4	Arginine Caps	95.9	Taurine Powder	102.5	Blast Sugar Free
227	31.3	Nite-Rest	34.0	Ocu-Care+	36.7	Pain-Eze	39.4	PMS-Ease	42.1	Prostatin+
265	137.1	Korean Ginseng Root 75vegicaps	149.2	Potassium 99mg 60caps	161.3	Pantothenic Acid Vitamin B5	173.4	Phyta Flavinoid 017 60caps	185.5	120 Garcal 50-Plus 120ct
267	60.7	Vitamin B6 50mcg	65.9	Vitamin E 200IU	71.1	Combination #5	76.3	Combination #10	81.5	Combination Four
269	40.9	Potassium 99mg	44.6	Spectrum Silver	48.2	Acidophilus capsules	51.9	Co-Enzyme Q10 30mg	55.5	Glucosamine Relief 60ct.
290	28.0	19 Nor Diol	30.5	Secretagogue One	32.9	SoPharma Tribestan	35.4	Norandrodiol	37.8	Diol Stack
322	26.2	KNCR Special	28.5	Memory Max+	30.8	Natural C 500 MG Plus	33.1	Orange Chew 500 MG	35.4	Prostate Specific
334	17.9	Uva Ursi	19.5	Anti-Oxidant Minerals	21.1	Vitamin B Complex	22.7	Vitamin B-6	24.3	Calcium Citrate
342	13.6	Chanca Piedra Liquid Tincture	14.7	Chuchuhuasi 4:1 Extract	15.9	Chuchuhuasi Instant Drink 4:1	17.0	Chuchuhuasi Liquid Tincture	18.2	Kalpa Maca
344	16.6	Body Builder	18.1	Cat's Claw	19.5	Children's Chewable	21.0	DHEA	22.4	Fruit & Vegetables 60ct

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Table B-3. Guide to Selecting Products from Small Websites (continued)

Use this worksheet for websites with >20 products that cannot be divided into >10 sections.

Number	Product 17	Product Name	Product 18	Product Name	Product 19	Product Name	Product 20	Product Name
46	184.6	Bilberry	196.1	Ginseng Korean	207.6	Licorice Root	219.1	Valerian
49	23.1	BioCleanse Reffloration	24.5	Biotic Code 302	25.9	Biotoc Code NK 9-1-1	27.3	Metabolic Accelerator
62	66.5	StimuLean	70.4	Sustenase	74.4	TVM-49	78.3	Vita-Saurus
82	98.1	Pro Complex 4.4lbs	103.9	Saw Palmetto 600mg 50caps	109.7	Super Growth Enhancer	115.5	Zinc lozenges
111	25.1	St. John's Wort	26.7	Hydroxy Citric Acid	28.2	Yohimbe	29.8	Goldenseal
119	51.5	Jerusalem Artichoke	54.7	DHEA 25mg 90tabs	57.8	Formula 208 8oz.	61.0	Sulflax 2oz.
153	19.0	Hi-Balance	20.2	Low-Balance	21.3	Phytolife	22.5	Sizzle
168	39.4	Humagro	41.7	Tribestron II	44.1	Heavy Weight Gainer 900 Vanilla	46.4	N-Large II Vanilla
173	119.2	Valerian 1oz extract	126.3	Cata-Vita 60softgels	133.3	L-Glutamine 60caps	140.4	Senior Multi Tabs 100tabs
189	35.1	The perfect Culture Capsule	37.2	Ultimate Whey Protein	39.3	Vanosyn 4	41.4	Amino Power 1000mg
191	22.4	All Natural Energizer	23.7	Pyruvate HCA	25.1	Colloidal Silver 40ppm	26.4	Mega Vita-Min Plus
197	131.0	Cornsilk Capsules	138.8	Gotu Kola Capsules	146.5	Red Clover Capsules	154.3	Yucca Capsules
208	49.1	Saw Palmetto	52.0	Selenium	54.9	Veromax	57.8	Zinc Lozenges w/Vit C
219	109.0	Fast Blast 12.6oz	115.6	Party Pill II	122.1	Super Radical Shield II Powder	128.7	Turbo Blast Kg
227	44.8	Reflora+	47.5	Thyrex+	50.2	Ultra Citrislim	52.9	Ultramax Protein Powder
265	197.6	Heart Food 90caps	209.7	Every Woman 30tabs	221.8	Life Formed Magnesium 90tabs	233.9	Daily Ginger Fresh Extract 1oz

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Table B-3. Guide to Selecting Products from Small Websites (continued)

Use this worksheet for websites with &gt;20 products that cannot be divided into &gt;10 sections.

Number	Product 17	Product Name	Product 18	Product Name	Product 19	Product Name	Product 20	Product Name
267	86.7	Program One for Women	91.9	Program Five	97.1	Barley Fiber	102.3	White Oak Bark
269	59.2	Melatonin 1mg vegicaps	62.8	Omega-3 softgels	66.5	G'Comfort Flu & Cold Tea	70.1	G'Morn'n' Herbal Stress Tea
290	40.3	So Cal Androbolic 300	42.7	Anabolic Stack	45.2	MHP Whey Tocotriene	47.6	Xenadrine RFA-1
322	37.7	Skin Specific	40.0	Ultra Vigor Daily	42.3	Winter Formula	44.6	Yeast Specific
334	25.9	Vitamin E 400iu	27.5	Lycopene	29.1	Multiple Vitamins w/PMS Support	30.7	Multiple Vitamins w/Bone Support
342	19.3	Kalpa Maca Powder	20.5	Tahuari Standardized Extract	21.6	Inca Warrior Potent Male Formula	22.8	Guarana Standardized Extract
344	23.9	Gold Plus	25.3	No More Snore	26.8	PM-300	28.2	Rest EZE

Table B-4. Guide to Selecting Products from Large Websites

Use this worksheet for websites with >20 products that can be divided into >10 sections.

Number	Web Address	Company Name	Number of Sections with Dietary Supps.	Explain how Sections Were Determined	Number of Sections/10 Unrounded N	Random Number	N * Random Number	Starting Point
98	<a href="http://www.djherbs.com/">http://www.djherbs.com/</a>	D & J's Herbs and Nutrition	13	Site-determined categories	1.30	0.51	0.66	0.66
175	<a href="http://www.musclemaster.com/Supplements/">http://www.musclemaster.com/Supplements/</a>	Apollo Fitness and Nutrition	26	Site-determined categories	2.60	0.05	0.13	0.13
220	<a href="http://www1.viaweb.com/vitanet/index.html">http://www1.viaweb.com/vitanet/index.html</a>	Vitanet	19	Site-determined categories	1.90	0.94	1.79	1.79
222	<a href="http://www.advancednutrition.com/">http://www.advancednutrition.com/</a>	Advanced Nutrition	17	By brand	1.70	0.21	0.35	0.35
231	<a href="http://www.dsportscience.com/">http://www.dsportscience.com/</a>	Dexter Sports Science	69	By brand	6.90	0.59	4.05	4.05
262	<a href="http://www.iherb.com/iherb/index.html">http://www.iherb.com/iherb/index.html</a>	iHerb Ltd.	17	Site-determined categories	1.70	0.30	0.51	0.51
266	<a href="http://www.betterbodz.com/">http://www.betterbodz.com/</a>	Better Bodz	25	By brand	2.50	0.57	1.42	1.42
279	<a href="http://www.1health.com/">http://www.1health.com/</a>	Infiniti Health Markets	13	Site-determined categories	1.30	0.32	0.42	0.42
281	<a href="http://www.icentral.com/herbsplus/">http://www.icentral.com/herbsplus/</a>	Herbs Plus	19	Alphabetical list	1.90	0.21	0.40	0.40
356	<a href="http://www.health-image.com/vp/pap.htm">http://www.health-image.com/vp/pap.htm</a>	Health Image	16	Site-determined categories	1.60	0.24	0.38	0.38
371	<a href="http://www.nutrinet.com/powrburn.htm">http://www.nutrinet.com/powrburn.htm</a>	Nutri Trend	15	Site-determined categories	1.50	0.38	0.57	0.57

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Table B-4. Guide to Selecting Products from Large Websites (continued)

Use this worksheet for websites with &gt;20 products that can be divided into &gt;10 sections.

Number	2nd Section	3rd Section	4th Section	5th Section	6th Section	7th Section	8th Section	9th Section	10th Section
98	1.96	3.26	4.56	5.86	7.16	8.46	9.76	11.06	12.36
175	2.73	5.33	7.93	10.53	13.13	15.73	18.33	20.93	23.53
220	3.69	5.59	7.49	9.39	11.29	13.19	15.09	16.99	18.89
222	2.05	3.75	5.45	7.15	8.85	10.55	12.25	13.95	15.65
231	10.95	17.85	24.75	31.65	38.55	45.45	52.35	59.25	66.15
262	2.21	3.91	5.61	7.31	9.01	10.71	12.41	14.11	15.81
266	3.92	6.42	8.92	11.42	13.92	16.42	18.92	21.42	23.92
279	1.72	3.02	4.32	5.62	6.92	8.22	9.52	10.82	12.12
281	2.30	4.20	6.10	8.00	9.90	11.80	13.70	15.60	17.50
356	1.98	3.58	5.18	6.78	8.38	9.98	11.58	13.18	14.78
371	2.07	3.57	5.07	6.57	8.07	9.57	11.07	12.57	14.07

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Table B-4. Guide to Selecting Products from Large Websites (continued)

Use this worksheet for websites with >20 products that can be divided into >10 sections.

1st Section								
Number	Go to Section Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
98	1	81	0.69	0.98	55.61	Nopal	79.40	Yellow Dock
175	1	2	0.55	0.40	1.10	Phytobol	0.80	Tribestrone II
220	2	42	0.99	0.55	41.77	Primavar SCC Sublingual Cyclodextrin Complexation	22.95	19Norandrostenedione & 19Norandrostene & Norandro
222	1	101	0.57	0.78	57.25	Vitamin A & D, 100 softgel	78.73	Ester-C 1000mg 60tabs
231	5	1	0.44	0.68	0.44	Yohimbe 2500EX	0.68	19-Nor-3-Andro
262	1	17	0.90	0.14	15.30	TMG 500mg 120tabs	2.39	Co-Q 10 Prosome 30mg 120softgels
266	2	4	0.80	0.24	3.20	No Ban 36caps	0.95	NorAndrostenedione
279	1	35	0.84	0.20	29.25	Elderberry Caps	7.00	Black Cohosh Caps
281	1	7	0.64	0.93	4.46	Aloe Vera	6.49	Aspir Willow
356	1	18	0.18	0.55	3.25	Ultra Potency Multiple 90	9.96	Nutra Dermal Formula
371	1	8	0.43	0.97	3.41	LIV	7.75	LiFiber

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Table B-4. Guide to Selecting Products from Large Websites (continued)

Use this worksheet for websites with &gt;20 products that can be divided into &gt;10 sections.

2nd Section								
Number	Go to Section Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
98	2	96	0.16	0.08	15.02	Vitamin C 1000mg T/R 60tabs	7.23	Vitamin B6 50mg 120caps
175	3	2	0.64	0.28	1.27	Blood Sugar Tablets	0.57	Dieter's Advantage
220	4	4	0.75	0.94	3.01	Sexsational	3.74	Antioxidant Formula 60caps
222	3	118	0.05	0.34	6.37	GugulPlus 90 tabs	40.65	Femtrol 90caps
231	11	1	0.48	0.35	0.48	2nd Wind ARX	0.35	Colloidal Minerals- Liquid grape
262	3	28	0.61	0.25	17.21	Quercetin 500mg 100caps	6.90	Kava Kava 250mg 60caps
266	4	6	0.08	0.66	0.48	Pyruvatin Extreme Lemon Lime	3.94	Testatropinol Liquid
279	2	38	0.88	0.03	33.35	Peppermint Caps	1.18	Garlic, Odor Controlled Caps
281	3	17	0.98	0.86	16.73	Children's Maintenance Pack	14.65	Cough Ease #42
356	2	17	0.47	0.44	7.91	Vita Colada	7.41	Cardi-plex
371	3	5	0.39	0.03	1.93	Bee Pollen	0.14	Chloroplasma

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Table B-4. Guide to Selecting Products from Large Websites (continued)

Use this worksheet for websites with >20 products that can be divided into >10 sections.

3rd Section								
Number	Go to Section Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
98	4	6	0.40	0.70	2.40	Free Amino Acids	4.22	Recovery Post-Workout
175	6	15	0.36	0.30	5.36	MyoPlex Plus	4.57	HMB 120 caps
220	6	6	0.08	0.01	0.45	Calcium (citrate) 90caps	0.06	Calcium (Citrate/malate) 60caps
222	4	13	0.29	0.12	3.82	Vita-Dophilus 90tabs	1.51	Antacid Dophilus 60wafers
231	18	5	0.20	0.10	1.02	Coleus Forskohlii Extract	0.48	7-Keto-Safer DHEA
262	4	8	0.62	0.68	4.97	Ginseng Korean 560mg 100caps	5.43	Damiana Leaves 400mg 100caps
266	7	4	0.62	0.73	2.49	Melatonin 3mg 60	2.92	Pregnenolone 10mg 90
279	4	27	0.28	0.08	7.58	Blue Cohosh Extract	2.17	Bayberry Extract
281	5	5	0.33	0.22	1.66	Candida #50	1.12	Enhance + #51
356	4	12	0.54	0.25	6.49	Mega-C	3.01	Essential C
371	4	6	0.41	0.59	2.45	Ginkgo Plus	3.52	Cardio Health

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Table B-4. Guide to Selecting Products from Large Websites (continued)

Use this worksheet for websites with &gt;20 products that can be divided into &gt;10 sections.

4th Section								
Number	Go to Section Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
98	5	22	0.94	0.71	20.70	VAL Extract 2 fl.oz.	15.56	Red Clover Blend
175	8	8	0.50	0.53	3.99	Flax Oil	4.26	Organic Flax Lignan Gold
220	8	34	0.19	0.42	6.29	19 Norandrostene bulk 20g	14.12	Designer Protein
222	6	1	0.97	0.26	0.97	Greens+ 267g bottle	0.26	Kyolic Formula 100 100caps
231	25	3	0.82	0.59	2.47	HNF Nutri-Pack	1.76	Anabolic Muscle-Chocolate
262	6	3	0.35	0.65	1.04	Multivitamins Iron Free	1.95	Multivitamins with Iron
266	9	7	1.00	0.53	6.98	Pyruvate 500mg 60caps	3.74	HY Gear Drink Citrus 20pk
279	5	32	0.28	0.80	9.08	Hawthorn Extract	25.65	Passion Flower Extract
281	7	9	0.18	0.54	1.60	Germanium #59	4.86	Glucosamine AJF
356	6	21	0.55	0.05	11.63	Magnesium Aspartate	0.96	Mega Mineral Formula
371	6	4	0.06	0.50	0.25	Express	1.99	Syn Cron 7

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Table B-4. Guide to Selecting Products from Large Websites (continued)

Use this worksheet for websites with >20 products that can be divided into >10 sections.

5th Section								
Number	Go to Section Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
98	6	7	0.83	0.53	5.81	X-Action w/Yohimbe	3.73	P-X 100 caps
175	14	3	0.52	0.02	1.56	Ultimate Orange	0.06	Designer Protein
220	10	10	0.13	0.31	1.29	Borage Oil 60caps	3.06	Flax/Borage Oil (organic) 120caps
222	8	5	0.34	1.00	1.70	DDS Acidophilus Non-Dairy 100chewables	4.98	High Potency Co-Enzyme Q-10 50caps
231	32	37	0.01	0.77	0.45	Acetyl-L-Carnitine	28.48	Primrose 500+ Gamma Tocopherol
262	8	1	0.09	0.96	0.09	Iso-Rich Soy	0.96	SAMe 200mg, 20tabs
266	12	3	0.33	0.60	0.98	Double X Banana	1.79	Up Your Gas Mahuang Free 30tabs
279	6	28	0.56	0.53	15.74	Uva Ursi Extract	14.93	Turmeric Extract
281	8	6	0.49	0.15	2.92	Horsetail	0.90	Hawthorn Berries
356	7	6	0.27	0.21	1.61	Vitamin D- 400 iu	1.26	Vitamin A and D Capsules
371	7	3	0.31	0.92	0.92	Super BP	2.77	Hawthorn Berries

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Table B-4. Guide to Selecting Products from Large Websites (continued)

Use this worksheet for websites with &gt;20 products that can be divided into &gt;10 sections.

6th Section								
Number	Go to Section Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
98	8	4	0.67	0.86	2.70	Pau d'Arco/Taheebo Tea	3.43	Psyllium Hulls Combo
175	14	2	0.31	0.77	0.61	19-Nor Complex	1.55	19-Norandrostenedione
220	12	13	0.74	0.80	9.60	Melatonin S. Guard	10.36	ChronoSet
222	9	18	0.80	0.24	14.46	DigestChews 15wafers	4.32	Nutra Greens 140tabs
231	39	8	0.06	0.10	0.45	Acetabolan	0.81	Anotesten 84caps
262	10	8	0.54	0.52	4.34	True CMO	4.15	Glucosamine Sulfate Sodium Free
266	14	6	0.47	0.49	2.79	Preditor Chromium Picolinate	2.97	Stacker II
279	7	28	0.57	0.61	16.08	Elderberry Flower Tea	17.03	Fasting Tea
281	10	8	0.95	0.85	7.59	Lobelia Extract	6.77	LIV
356	9	4	0.44	0.52	1.75	Program II	2.07	Nutra-trim
371	9	3	0.20	0.01	0.59	MV	0.02	Suma

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Table B-4. Guide to Selecting Products from Large Websites (continued)

Use this worksheet for websites with >20 products that can be divided into >10 sections.

7th Section								
Number	Go to Section Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
98	9	9	0.64	0.42	5.74	Multiple Vitamins + Iron Chewable	3.79	Elderberry Plus
175	16	13	0.24	0.49	3.10	Creatine Monohydrate	6.39	Glutamine Edge
220	14	7	0.02	0.89	0.12	Bilberry 60caps	6.22	Pycnogenol 30caps
222	11	147	0.81	0.91	118.62	Kava Kava Root	134.27	Mygrafew Feverfew Extract
231	46	12	0.23	0.87	2.81	Echinacea w/Ester C	10.40	St. John's Wort Extract
262	11	5	0.78	0.00	3.92	Green Tea 100gm Powder	0.02	Green Tea 500mg 100caps
266	17	23	0.86	0.77	19.71	Liquid Amino Acid 16oz	17.77	Lean Mass Powder Choc 2.6lb
279	9	43	0.76	0.09	32.54	Inositol Powder	4.00	B-1 Vitamin
281	12	5	0.68	0.13	3.39	Norwegian Tea	0.65	Native Legend Tea
356	10	11	0.33	0.39	3.61	L-Cysteine	4.34	L-Arginine
371	10	4	0.70	0.29	2.79	SIG	1.16	Goldenseal

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Table B-4. Guide to Selecting Products from Large Websites (continued)

Use this worksheet for websites with &gt;20 products that can be divided into &gt;10 sections.

8th Section								
Number	Go to Section Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
98	10	1	0.90	0.28	0.90	HSN Complex	0.28	Appetite Control
175	19	1	0.04	0.40	0.04	Saw Palmetto	0.40	Crea-Vol ATP Grape
220	16	5	0.38	0.50	1.92	Cartilage Factors 60caps	2.51	Bovine Cartilage 60caps
222	13	114	0.58	0.28	65.78	Hawthorn-Cactus Compound 1fl.oz.	32.23	Astragalus Extract 1fl.oz.
231	53	2	0.69	0.83	1.38	Red Ginseng Royal Jelly	1.66	PR Powder-Chocolate
262	13	7	0.34	0.05	2.37	Pregnenolone 50mg 100caps	0.36	DHEA 5mg 90caps
266	19	22	0.83	0.92	18.21	Amino Fuel Powder Original 1.9lb	20.18	Aminocalm Caps 30
279	10	43	0.38	0.55	16.49	DMG	23.48	L-Arginine/Ornithine
281	14	5	0.19	0.69	0.96	Red Clover Plus Caps	3.46	Resp #125
356	12	4	0.33	0.97	1.33	Herbal Bio-Vites	3.89	Circu-Tabs
371	12	4	0.05	0.95	0.21	RESP	3.79	Fenu/Thyme

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Table B-4. Guide to Selecting Products from Large Websites (continued)

Use this worksheet for websites with >20 products that can be divided into >10 sections.

9th Section								
Number	Go to Section Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
98	12	14	0.50	0.08	6.95	Chlorophyll Liquid 32 fl.oz.	1.07	Aloe Vera Whole Leaf 32 fl.oz.
175	25	2	0.95	0.19	1.91	Baja Bronze	0.39	SomatoPlex
220	17	1	0.51	0.90	0.51	Human Growth Hormone	0.90	5htp 5hydroxytryptophan 50mg 180caps
222	14	7	0.20	0.76	1.43	Cat's Claw 1fl.oz.	5.29	Hercampuri 90caps
231	60	13	0.79	0.08	10.25	Testosterone	1.08	Creatine 300g+100g free
262	15	9	0.66	0.10	5.91	Phosphatidylcholine 1200mg	0.91	Flax Seed Oil 1000mg
266	22	2	0.13	0.13	0.27	Multiple Vitamin w/Minerals 100tabs	0.26	Multiple Vitamin for Women
279	11	20	0.69	0.38	13.82	Ultra Diet Pep	7.57	Natural Menopause
281	16	2	0.21	0.80	0.42	Thermolean	1.61	Tri-B
356	14	60	0.68	0.93	40.51	Dibenzozide	55.51	DHEA
371	13	4	0.39	0.77	1.57	Cranberry	3.10	Hydrangea

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Table B-4. Guide to Selecting Products from Large Websites (continued)

Use this worksheet for websites with &gt;20 products that can be divided into &gt;10 sections.

10th Section								
Number	Go to Section Number	Number Products	Rand 1	Rand 2	Choice 1	Product Name	Choice 2	Product Name
98	13	9	0.17	0.40	1.54	Cranberry/Buchu	3.56	GTF Chromium
175	28	1	0.94	0.30	0.94	Diluted Fish Oil Caps	0.30	19-Nor-3-Andro
220	19	2	0.45	0.11	0.89	Sublingual HGH Human Growth Hormone	0.22	Creatine Monohydrate
222	16	39	0.75	0.70	29.09	Phos Fuel 180caps	27.35	MCT Fuel 16fl.oz.
231	67	1	0.38	0.47	0.38	Russian Bear	0.47	Dyn. Body Shaper Chocolate
262	16	5	0.44	0.88	2.19	Phylantus 250mg	4.40	Nimbicidin 100mg
266	24	14	0.62	0.35	8.67	Vitamin C w/rosehips 100mg	4.84	L-Glutamine 500mg 100tabs
279	13	29	0.84	0.86	24.24	Tribulus Fuel Stack	24.85	Ultra Fuel Powder Fruit Punch
281	18	3	0.39	0.11	1.16	Valerian	0.32	Vag Plus
356	15	36	0.91	0.96	32.84	Golden Blend Capsules	34.64	Milk Thistle
371	15	7	0.57	0.00	3.97	Nutri-Blitz	0.02	BioBlast