

# **EXHIBIT C**

**Effects of Exposure to Packages of Several Homeopathic Products  
on Consumer Take-Away and Beliefs**

**Report submitted to Federal Trade Commission**

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## Effects of Exposure to Packages of Several Homeopathic Products on Consumer Take-Away and Beliefs

### Introduction

A research study was designed to investigate consumer take-away (i.e., ad communication) and beliefs/opinions upon exposure to a package of one of three homeopathic drug products. The three products were: (a) Similasan: claimed to relieve cold-related symptoms in children aged 2-12, (b) Oscillococcinum: claimed to relieve flu symptoms, and (c) Arnica: claimed to relieve pain. The study was designed to address the following questions:

### Communication

- (1) Does the product package communicate to a significant number of people that it is a homeopathic product?
- (2) Does increasing the prominence of the disclosure on the package that the product is homeopathic improve communication to people that it is a homeopathic product?

### Beliefs/Opinions

- (3) After viewing the packaging of these homeopathic drug products, do a significant number of people believe that a government agency like the Food and Drug Administration has approved the products as being effective in relieving symptoms associated with the common cold/flu/pain?
- (4) After viewing the packaging of these homeopathic drug products, do a significant number of people believe that the manufacturer has tested the product on people to show that it is effective in relieving symptoms associated with the common cold/flu/pain?
- (5) Are the beliefs identified in (4) weakened by the inclusion of a disclosure indicating that the product has not been shown to relieve cold/flu/pain symptoms?
- (6) Are the beliefs identified in (4) weakened by the inclusion of a disclosure indicating that

the ingredients in the product have not been tested for effectiveness?

The data were collected for the FTC by Decision Analyst. Detailed tabulations of responses to all questions are available in the materials submitted by Decision Analyst to the FTC.

#### Method

The study was conducted online via Decision Analyst's online panel. Details of the panel are included in Appendix A. Respondents were invited to complete the screening questionnaire, and were offered an incentive of \$3 if they were eligible for and participated in the study. Depending on their eligibility, respondents were first assigned to one of the three products (Similasan, Oscillococcinum, or Arnica) and then were randomly assigned to one of three or four package versions for that product (three versions each for Similasan and Oscillococcinum, four versions for Arnica -- see next section for details). After they had viewed a 3-D image of the product, respondents answered a short questionnaire comprised of four closed-ended questions.

#### Package Versions

A total of ten mock-ups of packages for the three products were created as follows (see Appendix B for copies of fronts and backs of the ten package versions).

##### **(1) Similasan:**

Three mock-up packages were created for Similasan: original, homeopathy +, and disclosure #1. The original version was identical to the Similasan package available in the market. The homeopathy + version was identical to the original version except that the word "HOMEOPATHIC" at the top of the package front panel was made larger and more prominent. The disclosure #1 version was identical to the original version except that the statement "This product has not been shown to relieve cold symptoms" was introduced in red lettering in a black

box at the bottom of the back panel of the package.

(2) Oscillococtinum:

Three mock-up packages were created for Oscillococtinum: original, homeopathy +, and disclosure #1. The original version was identical to the Oscillococtinum package available in the market. The homeopathy + version was identical to the original version except that a second, more prominent "homeopathic" disclosure was added just above the brand name on the front panel. The disclosure #1 version was identical to the original version except that the statement "This product has not been shown to relieve flu-like symptoms" (in red lettering) replaced the contact information for the manufacturer at the bottom of the back panel of the package.

(3) Arnica 30X

Four mock-up packages were created for Arnica 30X: original, homeopathy +, disclosure #1, and disclosure #2. The original version was identical to the Arnica package available in the market with the exception that mentions of symptoms ostensibly treated by Arnica (in English and Spanish) as well as company contact information were removed from the back panel.<sup>2</sup> The homeopathy + version was identical to the original version except that the word "HOMEOPATHIC" on the package front panel was made larger and more prominent, and the word "Hyland" (company name) was made smaller (to make room for the bigger "homeopathic" disclosure). The disclosure #1 version was identical to the original version except that the statement "Notice: This product has not been shown to relieve pain symptoms" (in red lettering) was added at the bottom of the back panel.<sup>3</sup> The disclosure #2 version was identical to the original version except that the statement "Notice: The ingredients in this product have not been

<sup>2</sup> These changes were necessary in order to fit the disclosure on the back panel of the package, even though it meant that the "original" version of the Arnica package used in the study was not identical to the version available in the market.

<sup>3</sup> Thus, the wording and color of lettering for disclosure #1 was identical across the three products while the execution varied slightly.

tested for effectiveness” (in red lettering) was added at the bottom of the back panel.

The front, back, side and top/bottom panels for each of the ten package mock-ups were scanned, and the scanned pictures were used by Decision Analyst to create 3-D images for each of the ten packages. In the study, respondents could zoom in and rotate the 3-D images to look at all sides of a package (see below).

#### Screening Procedure

Screening questions were used to ensure that the respondents were in the target market for at least one the three products (see Questions S1 through S4 in the interview protocol provided in Appendix C). To participate in the survey, respondents had to have purchased for themselves or for a family member one of the three product categories of interest (i.e., a product to relieve (a) cold symptoms for children aged 2-12, (b) pain, or (c) flu-like symptoms) within the past 12 months. In addition, respondents were excluded if they were under 18 or if they (or anyone in their household) worked in marketing research, a grocery or drug store, or for a drug or pharmaceutical company.

#### Main Study Procedure

The study questionnaire is included in Appendix C. Respondents were first given a practice task to familiarize them with relevant online tools and to ensure that they were following instructions carefully. They were shown a 3-D image of a bear and asked to zoom into the image and rotate it so that they could see all sides of the image. They were asked to identify the word/phrase written on the back of the bear. Respondents who were unable to do so were eliminated from the study.

Next, respondents were given the following scenario:

*T5: Assume that you are in your local drugstore or grocery store to purchase a product for yourself or a member of your family who is not feeling well. One of the products you*

*see on display catches your eye, so you pick it up to look at it. This product is displayed on the next screen.*

Respondents were then shown a 3-D image of one of the 10 versions of the three study products, and were told:

*T6: Please look at the product shown below as you normally would. Take as much time as you need, and be sure to rotate and zoom in to see all sides of the package. Click the continue button when you are finished.*

Next, respondents were asked a series of closed-ended questions pertaining to ad communication and beliefs/opinions. These questions are explained in the results section.

#### Soft Launch

Decision Analyst launched the survey and then shut it down after approximately 100 individuals had completed it in order to make sure everything was working properly. They identified no problems during this initial phase.

#### Results

After they had seen a 3-D image of one of the ten packages for the three products, respondents were first asked to identify the product (Q1A). Respondents who correctly identified the name of the product they had seen (Similasan, Oscillocoquinum, or Arnica 30X) were asked the ensuing questions. Respondents who were unable to do so were eliminated from the study.

Respondents were next asked the following question:

*Q1: Did or didn't the package say or imply anything about relief of (symptoms associated with the common cold/aches and pains/symptoms associated with the flu), or don't you know?*

Table 1 shows the percentage of respondents who said "yes, it did" to this question for each of the products and package versions:

**TABLE 1<sup>4</sup>**

(Q1: Did or didn't the package say or imply anything about relief of (symptoms associated with the common cold/aches and pains/symptoms associated with the flu), or don't you know? (% saying "yes, it did"))

	Original (a)	Homeopathy + (b)	Disclosure 1 (c)	Disclosure 2 (d)
<b>Similasan</b> (n=175/175/175)	88.6%	88.0%	90.9%	—
<b>Oscillocochinum</b> (n=176/175/175)	92.6%	88.0%	91.4%	--
<b>Arnica 30X</b> (n=175/177/175/176)	97.1%	96.0%	93.1%	93.8%

These results show that a vast majority of respondents took away the appropriate "relief" claim associated with the product they saw. Also, for each of the three products, there was not a significant difference in the percentage of respondents who took away this claim across the three/four package versions.

Respondents who answered "yes" to Q1 were then shown the following:

*T7: We are going to show you three statements about (Similasan/Oscillocochinum/Arnica 30X), one at a time. All, some, or none of these statements may be true. Please look at each statement and then indicate if you believe it is true, or you do not believe it is true, or you don't know or are not sure.*

They were then shown the following statements, one at a time, in random order:

*Q2A1/A2/A3: A government agency like the Food and Drug Administration has approved (Similasan/Oscillocochinum/Arnica 30X) as being effective in relieving (symptoms associated with the common cold/symptoms associated with the flu/aches and pains).*

*Q2B1/B2/B3: The manufacturer of (Similasan/Oscillocochinum/Arnica 30X) has tested the product on people to show that it is effective in relieving (symptoms associated with the common cold/symptoms associated with the flu/aches and pains).*

*Q2C1/C2/C3: The American Medical Association has certified that*

<sup>4</sup> In this table as well as in subsequent tables, a letter in parenthesis within a cell indicates that that cell percentage was significantly different (at p<.05, two-tailed test) from the corresponding cell percentage in the column designated by the letter.

*(Similasan/Oscillococcinum/Arnica 30X) is more effective than other remedies in relieving (symptoms associated with the common cold/symptoms associated with the flu/aches and pains).*

In the following tables and discussion, these three statements are abbreviated as (1) FDA approved, (2) Manufacturer tested, and (3) AMA certified. Responses to the FDA approved and Manufacturer tested statements are of focal interest in this study. The AMA certified statement was intended as a control statement designed to capture "yea saying."

Table 2 shows, for each of the three products, the percentage of "yes, I believe that statement is true" responses to (1) the FDA approved statement, (2) the AMA certified statement (i.e., control statement), and (3) the FDA approved statement after the responses to the AMA certified statement have been netted out to control for "yea" saying:

**TABLE 2**  
**Responses to FDA approved statement, AMA Certified statement, and net responses**  
 (% saying "yes, I believe that statement is true")

	Original (a)	Homeopathy + (b)	Disclosure 1 (c)	Disclosure 2 (d)
<b>Similasan</b> (n=175/175/175)				
– FDA Approved Statement	56.0% (b, c)	38.9% (a)	44.6% (a)	
– AMA Certified Statement	27.4%	28.0%	25.7%	
– Net	28.6% (b, c)	10.9% (a, c)	18.9% (a, b)	
<b>Oscillocochinum</b> (n=176/175/175)				
– FDA Approved Statement	42.6% (c)	33.1%	24.0% (a)	
– AMA Certified Statement	22.7%	18.3%	16.0%	
– Net	19.9% (c)	14.8% (c)	8.0% (a, b)	
<b>Arnica</b> (n=175/177/175/176)				
– FDA Approved Statement	32.6% (d)	32.2% (d)	23.4%	19.9% (a, b)
– AMA Certified Statement	22.3% (d)	15.8%	16.0%	12.5% (a)
– Net	10.3%	16.4% (c, d)	7.4% (b)	7.4% (b)

These results can be summarized as follows:

- (1) Between one-third and three-fifths of respondents exposed to the original product packaging indicated that they believed the FDA statement was true, i.e., that a government agency like the Food and Drug Administration had approved the product (Similasan, Oscillocochinum, or Arnica 30X) as being effective. (Range of responses across the three products: 32.6% to 56%).

- (2) For each product, a somewhat lower percentage of respondents exposed to the Homeopathy + product packaging indicated that they believed the FDA statement was true. (Range of responses across the three products: 32.2% to 38.9%). However, the difference was significant only for Similasan (56.0% versus 38.9%,  $p < .05$  two-tailed).
- (3) Respondents showed less agreement with the FDA statement when exposed to the product packaging with disclosure #1 in comparison to the original packaging for all three products (two of three differences significant at  $p < .05$ ).
- (4) Respondents showed less agreement with the FDA statement when exposed to the product packaging with disclosure #2 (tested for Arnica 30X only) in comparison to exposure to the original packaging (difference significant at  $p < .05$ ).

To control for “yea” saying, affirmative responses to the FDA statement were adjusted by subtracting affirmative responses to the AMA statement for each of the ten product/packaging versions. These adjusted responses indicate that:

- (5) After controlling for “yea” saying, between one-tenth and three-tenths of respondents exposed to the original product packaging indicated that they believed the FDA statement was true. (Range of responses across the three products: 10.3% to 28.6%).
- (6) For two of the three products, a somewhat lower percentage of respondents exposed to the Homeopathy + product packaging indicated that they believed the FDA statement was true. (Range of responses across the three products: 10.9% to 16.4%). However, the difference was significant only for Similasan (28.6% versus 10.9%,  $p < .05$  two-tailed).
- (7) Respondents showed less agreement with the FDA statement when exposed to the product packaging with disclosure #1 in comparison to the original packaging for all three products (two of three differences significant at  $p < .05$ ).

(8) There was not a statistically significant difference in the level of agreement with the FDA statement when exposed to the product packaging with disclosure #2 in comparison to exposure to the original packaging (tested for Arnica 30X only).

Table 3 shows, for each of the three products, the percentage of “yes, I believe that statement is true” responses to (1) the Manufacturer tested statement, (2) the AMA certified statement (i.e., control statement), and (3) the Manufacturer tested statement after the responses to the AMA certified statement have been netted out to control for “yea” saying:

**TABLE 3**  
Responses to Manufacturer tested statement, AMA Certified statement, and net responses (% saying “yes, I believe that statement is true”)

	Original (a)	Homeopathy + (b)	Disclosure 1 (c)	Disclosure 2 (d)
<u>Similasan</u> (n=175/175/175)				
– Manufacturer Tested Statement	57.7%	52.6%	52.0%	--
– AMA Certified Statement	27.4%	28.0%	25.7%	
-- Net	30.3%	24.6%	26.3%	
<u>Oscillocochinum</u> (n=176/175/175)				
– Manufacturer Tested Statement	56.3% (c)	54.9% (c)	38.9% (a, b)	
– AMA Certified Statement	22.7%	18.3%	16.0%	
-- Net	33.6% (c)	36.5% (c)	22.9% (a, b)	
<u>Arnica</u> (n=175/177/175/176)				
– Manufacturer Tested Statement	45.1%	49.2% (d)	38.9%	38.1 (b)
– AMA Certified Statement	22.3% (d)	15.8%	16.0%	12.5% (a)
-- Net	22.8% (b)	33.4% (a, c)	22.9% (b)	25.6%

These results can be summarized as follows:

- (1) Between two-fifths and three-fifths of respondents exposed to the original product packaging indicated that they believed the Manufacturer tested statement was true, i.e., that the manufacturer had tested the product (Similasan/Oscillocochinum/Arnica 30X) on people to show that it is effective. (Range of responses across the three products: 45.1% to 57.7%).
- (2) For each product, approximately the same percentage of respondents exposed to the Homeopathy + product packaging indicated that they believed the Manufacturer tested statement was true. (Range of responses across the three products: 49.2% to 54.9%).
- (3) Respondents showed a lower level of agreement with the Manufacturer tested statement when exposed to the product packaging with disclosure #1 in comparison to the original packaging for all three products, but only one difference (for Oscillocochinum) was significant at  $p < .05$ .
- (4) There was not a statistically significant difference in the level of agreement with the Manufacturer tested statement when exposed to the product packaging with disclosure #2 in comparison to exposure to the original packaging (tested for Arnica 30X only).

To control for "yea" saying, affirmative responses to the Manufacturer tested statement were adjusted by subtracting affirmative responses to the AMA statement for each of the ten product/packaging versions. These adjusted responses indicate that:

- (5) After controlling for "yea" saying, between two-tenths and one-third of respondents exposed to the original product packaging indicated that they believed the Manufacturer tested statement was true. (Range of responses across the three products: 22.8% to 33.6%).

- (6) Approximately the same percentage of respondents exposed to the Homeopathy + product packaging indicated that they believed the Manufacturer tested statement was true. (Range of responses across the three products: 24.6% to 36.5%).
- (7) Respondents showed a lower level of agreement with the Manufacturer tested statement when exposed to the product packaging with disclosure #1 in comparison to the original packaging for two of three products, with one difference (for Oscillococcinum) significant at  $p < .05$ .
- (8) There was not a statistically significant difference in the level of agreement with the Manufacturer tested statement when exposed to the product packaging with disclosure #2 (tested for Arnica 30X only) in comparison to exposure to the original packaging.

Finally, respondents were asked the following:

*Q3: Did or didn't the (Similasan/Oscillococcinum/Arnica 30X) package say that (Similasan/Oscillococcinum/Arnica 30X) is a homeopathic product, or don't you know?*

Table 4 shows the percentage of respondents who said "yes, it did" to this question for each of the products and package versions:

**TABLE 4**  
 (Q3: Did or didn't the (Similasan/Oscillococcinum/Arnica 30X) package say that (Similasan/Oscillococcinum/Arnica 30X) is a homeopathic product, or don't you know? (% saying "yes, it did"))

	Original (a)	Homeopathy + (b)	Disclosure 1 (c)	Disclosure 2 (d)
<b>Similasan</b> (n=175/175/175)	51.4% (b)	71.4% (a, c)	52.6% (b)	—
<b>Oscillococcinum</b> (n=176/175/175)	51.1% (b)	64.6% (a)	58.9%	--
<b>Arnica 30X</b> (n=175/177/175/176)	60.9% (b)	79.7% (a, c, d)	58.3% (b)	58.0% (b)

These results may be summarized as follows:

- (1) Between half and six-tenths of respondents exposed to the original product packaging indicated that the package said that Similasan/Oscillocochinum/Arnica 30X is a homeopathic product. (Range of responses across the three products: 51.1% to 60.9%).<sup>5</sup>
- (2) For each product, a significantly higher percentage of respondents exposed to the Homeopathy + product packaging indicated that the package said that Similasan/Oscillocochinum/Arnica 30X is a homeopathic product. (Range of responses across the three products: 64.6% to 79.7%).
- (3) For each product, there were no appreciable differences between respondents exposed to the original packaging and those exposed to packaging with disclosure #1 (for all three products) or disclosure #2 (for Arnica 30X only) on this measure.

#### Conclusion

The study results support the following conclusions in relation to the research questions that were presented earlier:

- (1) Slightly more than half of all respondents exposed to the original product packaging correctly indicated that the packaging said that it is a homeopathic product. The range of correct responses across the three products was 51.1% to 60.9%
- (2) For all three products, exposure to packaging with the enhanced homeopathic disclosure (homeopathy +) significantly increased the number of respondents who indicated that the packaging said that it is a homeopathic product. Across the three products, the increase was in the range of 10% to 20%.
- (3) After controlling for "yea" saying, between one-tenth and three-tenths of respondents

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<sup>5</sup> The study did not include a control question for Q3; hence these percentages may be somewhat inflated due to "yea saying."

exposed to the original product packaging for the three products indicated that they believed that a government agency like the Food and Drug Administration had approved the products as being effective. (Range of responses across the three products: 10.3% to 28.6%).

- (4) After controlling for “yea” saying, between two-tenths and three-tenths of respondents exposed to the original product packaging for the three products indicated that they believed the manufacturers had tested the products on people to show their effectiveness. (Range of responses across the three products: 22.8% to 33.6%).
- (5) After controlling for “yea” saying, respondents showed significantly less agreement with the Manufacturer tested statement when exposed to the product packaging with disclosure #1 (“This product has not been shown to relieve cold/flu/pain symptoms”) in comparison to the original packaging for one of three products (Oscillococcinum). Thus, the beliefs listed under (4) were significantly weakened by the inclusion of this disclosure for one product only.
- (6) After controlling for “yea” saying, there was not a statistically significant difference in the level of agreement with the Manufacturer tested statement when exposed to the product packaging with disclosure #2 (“The ingredients in this product have not been tested for effectiveness”) in comparison to exposure to the original packaging (tested for Arnica 30X only).<sup>6</sup>

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<sup>6</sup> The apparently limited effect of the two disclosures used in this study on beliefs could be due to a variety of factors, including lack of attention to, comprehension of, or reliance on the disclosure.

APPENDIX A  
DECISION ANALYST ONLINE PANEL

### American Consumer Opinion® Online (Panel Information)

American Consumer Opinion® Online is a proprietary, double opt-in panel of households that have agreed to participate in Internet surveys exclusively for Decision Analyst. The panel currently includes over eight million men, women, and children throughout the United States, Canada, Europe, Latin America, and Asia. Decision Analyst pays the highest incentives of any online panel to help ensure that it maintains a diverse, representative database of consumers, and to motivate its panelists to take the time necessary to provide the most accurate answers possible.

New panel members are continuously recruited by a combination of online and offline methods. The recruiting is designed to make the panel representative of the general adult population within each country. The major methods of recruiting include the following:

- Advertising on hundreds of websites
- Opt-in email lists
- Search engines
- Email newsletters and discussion lists
- Publicity and press releases
- Print advertising

The recruiting methods are designed to reach a broad cross-section of people, using a wide variety of sources, appeals, and websites. The Panel Administrator actively monitors the composition of the panel and adjusts recruiting methods and targets as needed to keep the panel balanced by major demographic variables. Panel recruiting is a constant, ongoing activity.

The panel is continuously cleaned and monitored to ensure the highest levels of accuracy and data integrity. Respondents who attempt to cheat are removed from the panel and blocked from rejoining the panel. Respondents who don't make a good faith effort to accurately answer open-end questions are deleted from the panel. Respondents who give the same answer repeatedly (among a list of attributes or statements) are deleted from the panel.

To achieve fully representative samples, Decision Analyst has developed its own advanced software (Icion®) to draw stratified quota samples from the online panel that match the distribution of U.S. households by geography and demography. Samples can be pulled for a whole country, for individual states/provinces or sets of states/provinces, or for large metropolitan areas within states/provinces.

APPENDIX B  
STUDY PRODUCT PACKAGES

Homeopathic Product Packaging Study  
Package Mock-ups

10/17/11

Similasan  
Front

Original

Homeopathy

100% NATURAL

*Similasan*

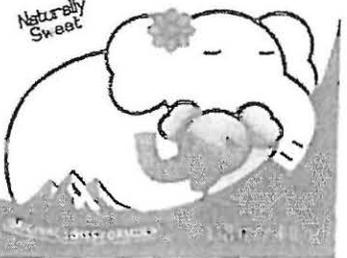
Kids <sup>2-12</sup> Cold & Mucus Relief™

Cough Expectorant Syrup  
*Jarabe Expectorante*

**Multi-Symptom**  
Cough - Loosens Mucus - Fever  
Chest & Head Congestion  
Dye Free

**100% Natural**  
Active Ingredients

Naturally Sweet



HOMOEOPATHIC

*Similasan*

Kids <sup>2-12</sup> Cold & Mucus Relief™

Cough Expectorant Syrup  
*Jarabe Expectorante*

**Multi-Symptom**  
Cough - Loosens Mucus - Fever  
Chest & Head Congestion  
Dye Free

**100% Natural**  
Active Ingredients

Naturally Sweet



Similasan  
Back

Original

Efficacy

**Drug Facts**

**Active Ingredients** ..... **Purpose**  
*Artemisia sulphuratum aurora* 12X ..... loosens mucus,  
 moist cough, chest congestion  
*Kali iodatum* 12X ..... cold, fever, sneezing  
*Senega officinalis* 6X ..... runny nose, head congestion  
 expectorant, dry/hacking cough

**Uses:**  
 Temporarily relieves symptoms associated with the common cold, such as: cough, fever, chest and head congestion.

**Warnings:**

- Consult a physician before use if pregnant or breast feeding.
- Consult a physician if symptoms persist for more than 7 days or worsen.
- Keep this and all medications out of the reach of children.
- Do not use if tamper-evident seal is broken.
- In case of accidental overdose, get medical help or contact a Poison Control Center immediately.
- Do not exceed recommended dosage.

**Directions:**  
 Repeat 3 to 5 times daily (every 4 hours) or as directed by a licensed health care professional.

AGE	DOSE
2-12	2.5 ml (½ tsp)
12+	5 ml (1 tsp)

**Other Information:**  
 Active ingredients are manufactured in accordance with the Homeopathic Pharmacopoeia of the United States, and are therefore non-toxic and have no known side effects.

**Inactive Ingredients:**  
 Purified water, Sorbitol, Sodium chlorate, Potassium sorbate, Citric acid

**Questions?**  
 Reach our representatives, M-F, 8am-5pm (MT), or our 24hr recorded product information at 1-800-240-5700.  
 Visit us: [www.similasan.com](http://www.similasan.com)

**Drug Facts**

**Active Ingredients** ..... **Purpose**  
*Artemisia sulphuratum aurora* 12X ..... loosens mucus,  
 moist cough, chest congestion  
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**Directions:**  
 Repeat 3 to 5 times daily (every 4 hours) or as directed by a licensed health care professional.

AGE	DOSE
2-12	2.5 ml (½ tsp)
12+	5 ml (1 tsp)

**Other Information:**  
 Active ingredients are manufactured in accordance with the Homeopathic Pharmacopoeia of the United States, and are therefore non-toxic and have no known side effects.

**Inactive Ingredients:**  
 Purified water, Sorbitol, Sodium chlorate, Potassium sorbate, Citric acid

**Questions?**  
 Reach our representatives, M-F, 8am-5pm (MT), or our 24hr recorded product information at 1-800-240-5700.  
 Visit us: [www.similasan.com](http://www.similasan.com)

*This product has not been shown to relieve cold symptoms.*

Oscillococcinum  
Front

Original

NDC 0220-9-280-33

### Flu-like Symptoms

Feeling Run-Down • Headache • Body Aches • Chills • Fever



No Side Effects • No Drug Interactions • Non-Drowsy

6 doses - 0.04 oz. each  
HOMEOPATHIC MEDICINE

**BOIRON®**



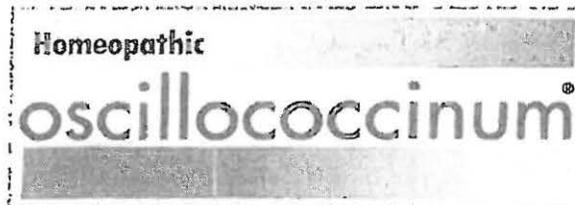
Quick-Dissolving Pellets

Homeopathy

NDC 0220-9-280-33

### Flu-like Symptoms

Feeling Run-Down • Headache • Body Aches • Chills • Fever



No Side Effects • No Drug Interactions • Non-Drowsy

6 doses - 0.04 oz. each  
HOMEOPATHIC MEDICINE

**BOIRON®**



Quick-Dissolving Pellets

Oscillococinum  
Back

Original

Drug Facts		Directions	
<b>Active ingredient</b> Anas barbarica hepatis extractum 200CK HPUS	<b>Purpose</b> To reduce the duration and severity of flu-like symptoms.	<b>Adults and children 2 years of age and older</b>	Dissolve entire contents of one tube in the mouth every 8 hours, up to 3 times a day.
The letters HPUS indicate that this ingredient is officially included in the Homeopathic Pharmacopoeia of the United States.		<b>Children younger than 2 years of age</b>	Ask a doctor.
<b>Uses</b> Temporarily relieves flu-like symptoms such as run-down feeling, headache, body aches, chills and fever.		<b>Other information</b> Store at 68-77°F (20-25°C). It contains 1g of sugar per dose.	
<b>Warnings</b> Do not use if glued carton end flaps are open or if the tray seal is broken. Ask a doctor before use in children younger than 2 years of age. Stop use and ask a doctor if symptoms persist for more than 3 days or worsen. If pregnant or breast-feeding, ask a health professional before use. Keep out of reach of children.		<b>Inactive ingredients</b> lactose, sucrose.	
<b>Ask a doctor, pharmacist or other health professional for more information.</b> <a href="http://www.boltonusa.com">www.boltonusa.com</a> or <a href="http://www.oscillo.com">www.oscillo.com</a> <a href="mailto:info@boltonusa.com">info@boltonusa.com</a> 1-800-808-0808 (1-800-366-7441)		<b>Bolton Information Center</b> 6 Campus Boulevard Newtown Square, PA 19073-5287	

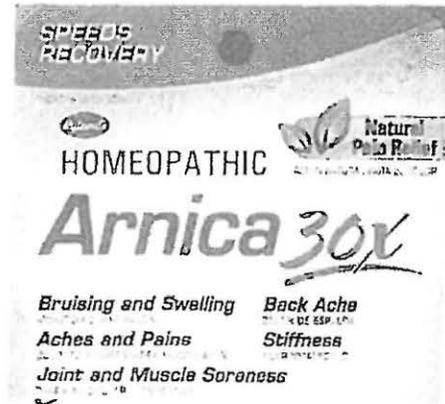
Efficacy

Drug Facts		Directions	
<b>Active ingredient</b> Anas barbarica hepatis extractum 200CK HPUS	<b>Purpose</b> To reduce the duration and severity of flu-like symptoms.	<b>Adults and children 2 years of age and older</b>	Dissolve entire contents of one tube in the mouth every 8 hours, up to 3 times a day.
The letters HPUS indicate that this ingredient is officially included in the Homeopathic Pharmacopoeia of the United States.		<b>Children younger than 2 years of age</b>	Ask a doctor.
<b>Uses</b> Temporarily relieves flu-like symptoms such as run-down feeling, headache, body aches, chills and fever.		<b>Other information</b> Store at 68-77°F (20-25°C). It contains 1g of sugar per dose.	
<b>Warnings</b> Do not use if glued carton end flaps are open or if the tray seal is broken. Ask a doctor before use in children younger than 2 years of age. Stop use and ask a doctor if symptoms persist for more than 3 days or worsen. If pregnant or breast-feeding, ask a health professional before use. Keep out of reach of children.		<b>Inactive ingredients</b> lactose, sucrose.	
This product has not been shown to relieve flu-like symptoms.			

Arnica  
Front

Original

Homeopathy



Arnica  
Back

New Original



Drug Facts	
<b>Active Ingredients</b> Arnica Montana 30X NPLUS.	<b>Purposes</b> joint & muscle soreness/pain, aches & pains, swelling, bruising, stiffness, inflammation, back ache, trauma & laceration
Uses to temporarily relieve the symptoms of muscle pain, soreness, bruising and swelling due to injuries and overexertion.	
<b>Warnings</b> As with any drug, ask a doctor before use if pregnant or nursing a baby. Consult a physician if symptoms persist for more than 7 days or worsen. Keep this and all medications out of the reach of children. Do not use if tamper band is broken or missing.	
In case of accidental overdose, contact a poison control center immediately. In case of emergency, Hyland's may be contacted 24 hours a day, 7 days a week at 800-624-9659.	
<b>Directions</b> Adults and children 12 years and over: Dissolve 1-2 tablets under tongue 4 times per day or as needed. Children 6-12 years: 1/2 adult dose. 1-2 tablets may be taken in anticipation of strenuous activity or injury.	
<b>Inactive Ingredients</b> Lactose NF	

Efficacy Disclosure 1



Drug Facts	
<b>Active Ingredients</b> Arnica Montana 30X NPLUS.	<b>Purposes</b> joint & muscle soreness/pain, aches & pains, swelling, bruising, stiffness, inflammation, back ache, trauma & laceration
Uses to temporarily relieve the symptoms of muscle pain, soreness, bruising and swelling due to injuries and overexertion.	
<b>Warnings</b> As with any drug, ask a doctor before use if pregnant or nursing a baby. Consult a physician if symptoms persist for more than 7 days or worsen. Keep this and all medications out of the reach of children. Do not use if tamper band is broken or missing.	
In case of accidental overdose, contact a poison control center immediately. In case of emergency, Hyland's may be contacted 24 hours a day, 7 days a week at 800-624-9659.	
<b>Directions</b> Adults and children 12 years and over: Dissolve 1-2 tablets under tongue 4 times per day or as needed. Children 6-12 years: 1/2 adult dose. 1-2 tablets may be taken in anticipation of strenuous activity or injury.	
<b>Inactive Ingredients</b> Lactose NF	

**Notice:** The ingredients in this product have not been tested for effectiveness.

Efficacy Disclosure 2



Drug Facts	
<b>Active Ingredients</b> Arnica Montana 30X NPLUS.	<b>Purposes</b> joint & muscle soreness/pain, aches & pains, swelling, bruising, stiffness, inflammation, back ache, trauma & laceration
Uses to temporarily relieve the symptoms of muscle pain, soreness, bruising and swelling due to injuries and overexertion.	
<b>Warnings</b> As with any drug, ask a doctor before use if pregnant or nursing a baby. Consult a physician if symptoms persist for more than 7 days or worsen. Keep this and all medications out of the reach of children. Do not use if tamper band is broken or missing.	
In case of accidental overdose, contact a poison control center immediately. In case of emergency, Hyland's may be contacted 24 hours a day, 7 days a week at 800-624-9659.	
<b>Directions</b> Adults and children 12 years and over: Dissolve 1-2 tablets under tongue 4 times per day or as needed. Children 6-12 years: 1/2 adult dose. 1-2 tablets may be taken in anticipation of strenuous activity or injury.	
<b>Inactive Ingredients</b> Lactose NF	

**Notice:** This product has not been shown to relieve pain symptoms.

APPENDIX C  
INTERVIEW PROTOCOL

Decision Analyst  
817.640.6166  
Project Director: Cari Peek

Project #: 20110394  
Date: 12/5/2011 2:04 PM

OTC Medicine Package Test

<b>STUDY INFORMATION:</b> Capture All Screening Data: Yes Landing Page: ACOP Disable Back Button: Yes Image Encryption: No  IMPERIUM
--

<b>SAMPLE SPECIFICATIONS:</b> Sample Source: ACOP Incentive: \$3 Description of Sample: US 50+ DC, Males and Females ages 18+. Exclude marketing, marketing research and advertising.
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<b>SAMPLING QUOTAS:</b> N=1,750  Each respondent will view and rate one package. Package images will be interactive 3D  USE LEAST FILL TO ASSIGN TO ONE CELL/IMAGE WITHIN CELL Quota 1: CELL 1 -SIMILASAN (COLD SYMPTOMS FOR CHILDREN, S1_1 = 1) n=525 Quota 2: 1a SIMILASAN IMAGE 1 (n=175) Quota 3: 1b SIMILASAN IMAGE 2 (n=175) Quota 4: 1c SIMILASAN IMAGE 3 (n=175)  Quota 5: CELL 2 - ARNICA 30X (RELIEVES PAIN, S1_2 = 1) n=700 Quota 6: 2a ARNICA IMAGE 1 (n=175) Quota 7: 2b ARNICA IMAGE 2 (n=175) Quota 8: 2c ARNICA IMAGE 3 (n=175) Quota 9: 2d ARNICA IMAGE 4 (n=175)  Quota 10: CELL 3 - OSCILLOCOCCINUM (FLU SYMPTOMS, S1_3 = 1) n=525 Quota 11: 3a OSC IMAGE 1 (n=175) Quota 12: 3b OSC IMAGE 2 (n=175) Quota 13: 3c OSC IMAGE 3 (n=175)  DNQ1 - NONE OF S1_1, S1_2, OR S1_3 = CODE 1 (Haven't purchased medicine past 12 months) DNQ2 - S2 = CODES 1-4 (SECURITY) DNQ3 - S3 = CODE 1 (UNDER 18) DNQ4 - S5 IS NOT CODE 3 (DID NOT SEE TEDDY BEAR IMAGE) DNQ5 - S6 IS NOT CODE 3 (DID NOT SEE WRITING ON BACK OF TEDDY BEAR) DNQ998 - S7 NOT CODE 3 (CHEATER) DNQ6 - Q1A INCORRECT PACKAGE SELECTED
--

QUESTIONNAIRE MAP

L1	LOGIC INSTRUCTIONS
----	--------------------

Please enter your first name and email address in the boxes below.

(PAGE BREAK)



- 4 For a drug or pharmaceutical company
- 5 None of these

(PAGE BREAK)

S3	TYPE: Single Response	ALIAS: Age (18 to 75)
LOGIC INSTRUCTIONS: MUST BE CODES 2-4, OTHERWISE DNQ3		

Are you...?  
(Choose One Answer)

- 1 Under 18
- 2 18 to 34
- 3 35 to 54
- 4 55 or over

S4	TYPE: Single Response	ALIAS: Gender
LOGIC INSTRUCTIONS:		

Are you?  
(Choose One Answer)

- 1 Male
- 2 Female

(PAGE BREAK)

T17	TYPE: Text	ALIAS: 3D image
LOGIC INSTRUCTIONS: INSERT SCREENSHOT OF 3D IMAGE AS FILE		

We would like for you to view a 3D image. Instructions are shown at the end of this paragraph to tell you how to rotate and zoom in on the image. Please make sure to rotate and zoom into the image to see all sides of it. After you finish viewing the image, click on the "Continue" button to continue.

- Left Mouse Click on object and drag for Rotate
- Right Mouse Click on object and drag for Zoom
- Left+Right Mouse Click on object and drag for Pan (JAVASCRIPT CODE) (JAVASCRIPT CODE)

(PAGE BREAK)

S5	TYPE: Single Response	ALIAS: 3D image
LOGIC INSTRUCTIONS: HAS TO BE ONE OF THE 6 CHOICES		

What 3D image, if any, did you see?  
(Choose One Answer)

- 1 Horse
- 2 Bicycle
- 3 Teddy bear
- 4 Dog
- 5 Did not see anything
- 6 Received an error message

S6	TYPE: Single Response	ALIAS: Computer System Check - 3D Image (3 of 3)
LOGIC INSTRUCTIONS: RANDOMIZE ANSWERS, DNR CODES 5 & 6 MUST BE CODE 3-HELLO, OTHERWISE DNC,5		

What was written on the back of the image?  
(Choose One Answer)

- 1 Happy Birthday
- 2 Goodbye
- 3 Hello
- 4 I Love You
- 5 Did not say anything
- 6 Received an error message

(PAGE BREAK)

S7	TYPE: Single Response	ALIAS: Computer System Check - 3D Image (3 of 3)
LOGIC INSTRUCTIONS: RANDOMIZE ANSWERS, DNR CODES 3 YELLOW, OTHERWISE DNC,5		

For quality-control purposes, please select "Yellow" from the list below.  
(Choose One Answer)

- 1 Red
- 2 Orange
- 3 Yellow
- 4 Green
- 5 Blue
- 6 Indigo
- 7 Violet

(PAGE BREAK)

T2	TYPE: Text	ALIAS: Computer System Check - 3D Image (3 of 3)
LOGIC INSTRUCTIONS		

Thanks for completing this screening questionnaire. Your name has been entered into a drawing for \$10,000 in monthly cash awards for participating in this screener. If your name is drawn, your account will be credited the following month. For example, if your name were to be drawn in May, your account would be credited during the first week of June.

You are invited to participate in the survey. It will take about 10 minutes to finish. Your incentive of [Insert Respondent (incentive\_amount)] will be credited to your account within two weeks if you complete the following questionnaire by the date specified in our email.

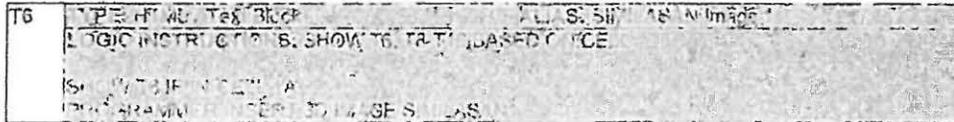
Your individual answers will be anonymous and strictly confidential, of course. Once you have answered all of the questions on a page, please click on the "Continue" button.

(PAGE BREAK)

T5	TYPE: Text	ALIAS: Computer System Check - 3D Image (3 of 3)
LOGIC INSTRUCTIONS		

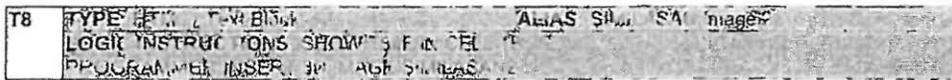
Assume that you are in your local drugstore or grocery store to purchase a product for yourself or a member of your family who is not feeling well. One of the products that you see on display catches your eye, so you pick it up to look at it. This product is displayed on the next screen.

(PAGE BREAK)



Please look at the product shown below as you normally would. Take as much time as you need, and be sure to rotate and zoom in to see all sides of the package. Click the "Continue" button when you are finished.

Left Mouse Click on object and drag for Rotate  
Right Mouse Click on object and drag for Zoom  
Left+Right Mouse Click on object and drag for Pan (JAVASCRIPT CODE) (JAVASCRIPT CODE)



Please look at the product shown below as you normally would. Take as much time as you need, and be sure to rotate and zoom in to see all sides of the package. Click the "Continue" button when you are finished.

Left Mouse Click on object and drag for Rotate  
Right Mouse Click on object and drag for Zoom  
Left+Right Mouse Click on object and drag for Pan (JAVASCRIPT CODE) (JAVASCRIPT CODE)



Please look at the product shown below as you normally would. Take as much time as you need, and be sure to rotate and zoom in to see all sides of the package. Click the "Continue" button when you are finished.

Left Mouse Click on object and drag for Rotate  
Right Mouse Click on object and drag for Zoom  
Left+Right Mouse Click on object and drag for Pan (JAVASCRIPT CODE) (JAVASCRIPT CODE)



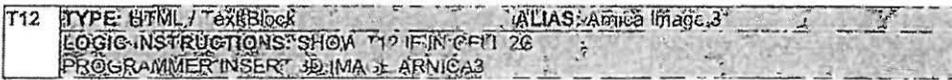
Please look at the product shown below as you normally would. Take as much time as you need, and be sure to rotate and zoom in to see all sides of the package. Click the "Continue" button when you are finished.

Left Mouse Click on object and drag for Rotate  
Right Mouse Click on object and drag for Zoom  
Left+Right Mouse Click on object and drag for Pan (JAVASCRIPT CODE) (JAVASCRIPT CODE)



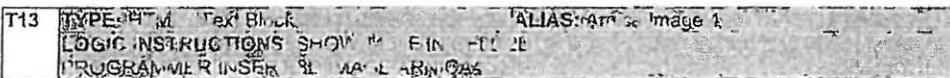
Please look at the product shown below as you normally would. Take as much time as you need, and be sure to rotate and zoom in to see all sides of the package. Click the "Continue" button when you are finished.

Left Mouse Click on object and drag for Rotate  
Right Mouse Click on object and drag for Zoom  
Left+Right Mouse Click on object and drag for Pan (JAVASCRIPT CODE) (JAVASCRIPT CODE)



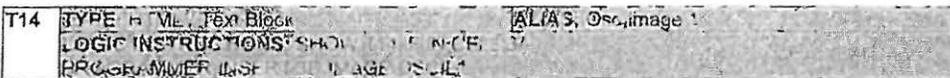
Please look at the product shown below as you normally would. Take as much time as you need, and be sure to rotate and zoom in to see all sides of the package. Click the "Continue" button when you are finished.

Left Mouse Click on object and drag for Rotate  
Right Mouse Click on object and drag for Zoom  
Left+Right Mouse Click on object and drag for Pan (JAVASCRIPT CODE) (JAVASCRIPT CODE)



Please look at the product shown below as you normally would. Take as much time as you need, and be sure to rotate and zoom in to see all sides of the package. Click the "Continue" button when you are finished.

Left Mouse Click on object and drag for Rotate  
Right Mouse Click on object and drag for Zoom  
Left+Right Mouse Click on object and drag for Pan (JAVASCRIPT CODE) (JAVASCRIPT CODE)



Please look at the product shown below as you normally would. Take as much time as you need, and be sure to rotate and zoom in to see all sides of the package. Click the "Continue" button when you are finished.

Left Mouse Click on object and drag for Rotate  
Right Mouse Click on object and drag for Zoom  
Left+Right Mouse Click on object and drag for Pan (JAVASCRIPT CODE) (JAVASCRIPT CODE)



Please look at the product shown below as you normally would. Take as much time as you need, and be sure to rotate and zoom in to see all sides of the package. Click the "Continue" button when you are finished.

Left Mouse Click on object and drag for Rotate  
Right Mouse Click on object and drag for Zoom  
Left+Right Mouse Click on object and drag for Pan (JAVASCRIPT CODE) (JAVASCRIPT CODE)



Please look at the product shown below as you normally would. Take as much time as you need, and be sure to rotate and zoom in to see all sides of the package. Click the "Continue" button when you are finished.

Left Mouse Click on object and drag for Rotate  
 Right Mouse Click on object and drag for Zoom  
 Left+Right Mouse Click on object and drag for Pan (JAVASCRIPT CODE) (JAVASCRIPT CODE)

(PAGE BREAK)

Q1A	TYPE: Single Response	ALIAS: Name of Product
LOGIC INSTRUCTIONS: IF CELL 1 MUST ANSWER CODE 1 IF CELL 2 MUST ANSWER CODE 2 AND IF CELL 3 MUST ANSWER CODE 3, OTHERWISE DNR BUT PAY RANDOMIZE ANSWERS DNR CODE 4		

What was the name of the product whose package you looked at? Was it...?  
 (Choose One Answer)

- 1 Similasan
- 2 Amica 30X
- 3 Oscillocoquinum
- 4 Don't know/Not sure

(PAGE BREAK)

Q1	TYPE: Single Response	ALIAS: Name of Product
LOGIC INSTRUCTIONS: IF CELL 1 MUST ANSWER CODE 1 IF CELL 2 MUST ANSWER CODE 2 IF CELL 3 MUST ANSWER CODE 3, OTHERWISE DNR BUT PAY RANDOMIZE ANSWERS DNR CODE 4		

Did or didn't the package say or imply anything about relief of{{gstrQ1Insert}}, or don't you know?  
 (Choose One Answer)

- 1 Yes, it did
- 2 No, it did not
- 3 Don't know/Not sure

(PAGE BREAK)

T7	TYPE: Single Response	ALIAS: Name of Product
LOGIC INSTRUCTIONS: IF CELL 1 MUST ANSWER CODE 1 IF CELL 2 MUST ANSWER CODE 2 IF CELL 3 MUST ANSWER CODE 3, OTHERWISE DNR BUT PAY RANDOMIZE ANSWERS DNR CODE 4		

We are going to show you three statements about{{gstrT7Insert}}, one at a time. All, some, or none of these statements may be true. Please look at each statement and then indicate if you believe it is true, or you do not believe it is true, or you don't know or are not sure.

Click "Continue" to see the first statement.

(PAGE BREAK)

Q2A	TYPE: Single Response	ALIAS: Name of Product
LOGIC INSTRUCTIONS: IF CELL 1 MUST ANSWER CODE 1 IF CELL 2 MUST ANSWER CODE 2 IF CELL 3 MUST ANSWER CODE 3, OTHERWISE DNR BUT PAY RANDOMIZE ANSWERS DNR CODE 4		

ASK Q2A1-Q2C1 IF IN CELL 1, OTHERWISE SKIP TO Q2A2

A government agency like the Food and Drug Administration has approved Similasan as being effective in relieving symptoms associated with the common cold.  
(Choose One Answer)

- 1 Yes, I believe that statement is true
- 2 No, I do not believe that statement is true
- 3 Don't know/Not sure

(PAGE BREAK)

Q2B TYPE: Single Response ALIAS: Manufacturer Claim Similasan  
1 LOGIC INSTRUCTIONS:

The manufacturer of Similasan has tested the product on people, to show that it is effective in relieving symptoms associated with the common cold.  
(Choose One Answer)

- 1 Yes, I believe that statement is true
- 2 No, I do not believe that statement is true
- 3 Don't know/Not sure

(PAGE BREAK)

Q2C TYPE: Single Response ALIAS: Am. Med. Ass. Cold Remedy  
1 LOGIC INSTRUCTIONS:

The American Medical Association has certified that Similasan is more effective than other cold remedies in relieving symptoms associated with the common cold.  
(Choose One Answer)

- 1 Yes, I believe that statement is true
- 2 No, I do not believe that statement is true
- 3 Don't know/Not sure

(PAGE BREAK)

Q2A TYPE: Single Response ALIAS: Am. Med. Ass. Cold Remedy  
2 LOGIC INSTRUCTIONS:

A government agency like the Food and Drug Administration has approved Arnica 30X as being effective in relieving aches and pains.  
(Choose One Answer)

- 1 Yes, I believe that statement is true
- 2 No, I do not believe that statement is true
- 3 Don't know/Not sure

(PAGE BREAK)

Q2B TYPE: Single Response ALIAS: Am. Med. Ass. Cold Remedy  
2 LOGIC INSTRUCTIONS:



- 1 Yes, I believe that statement is true
- 2 No, I do not believe that statement is true
- 3 Don't know/Not sure

(PAGE BREAK)

Q3	TYPE: Single Response	ALIAS: D J package say...
LOGIC INSTRUCTIONS: IF CELL 1 INSERT TEXT "SIMILASAN"		
IF CELL 2 INSERT TEXT "ARNICA 30X"		
IF CELL 3 INSERT TEXT "OSCILLOCOCCINUM"		

Did or didn't the {{gstrQ3Insert}} package say that {{gstrQ3Insert}} is a homeopathic product, or don't you know?

(Choose One Answer)

- 1 Yes, it did
- 2 No, it did not
- 3 Don't know/Not sure

(PAGE BREAK)

T3	TYPE: HTML	ALIAS: ACOP Complete Text
LOGIC INSTRUCTIONS		

Thanks for completing this survey. Your account will be credited [Insert Respondent (incentive\_amount)] within the next two weeks.

To view your account balance, please go to the [Account Log In](#) page at [www.acop.com](http://www.acop.com).

Your answers and personal information are private, protected, and secure (Privacy Policy:

<http://www.acop.com/PrivacyPolicy.aspx?L=1&PID>).

Thanks again for your help!

[Insert Sample Details (contact\_name)]

[Insert Sample Details (contact\_title)]

[Insert Sample Details (panel\_name)]

P.S. Please update your address and personal information if anything has changed since you joined

[Insert Sample Details (panel\_name)]. Just go to our update page at [Insert Sample Details (website)].

(TABLE: not parsed)

(PAGE BREAK)

T4	TYPE: HTML	ALIAS: ACOP Complete Text
LOGIC INSTRUCTIONS		

Thanks for completing this screening questionnaire.

Your name has been entered into a drawing for \$10,000 in monthly cash awards for participating in this screener. If your name is drawn, your account will be credited the following month.

If you are selected to participate in the survey, we will notify you by email within one week.

Your answers and personal information are private, protected, and secure. (Privacy Policy:

<http://www.acop.com/PrivacyPolicy.aspx?L=1&PID>)

If you have any questions about how the screening process works, please click here to view our FAQ page: <http://www.acop.com/FAQ.aspx?L=1&PID=#screening>

Thanks for your help!

{Insert Sample Details (contact\_name)}  
{Insert Sample Details (contact\_title)}  
{Insert Sample Details (panel\_name)}

P.S. Please update your address and personal information if anything has changed since you joined {Insert Sample Details (panel\_name)}. Just go to our update page at {Insert Sample Details (website)}.

(TABLE: not parsed)

(PAGE BREAK)