



# America's Favorite Lip Care Brand



Consumer Healthcare

**Chapstick® Original** continues to be **#1 SKU in lip care category¹**

Market share is nearly **1.5x** that of next-closest competitor Carmex®¹

ChapStick® is the **#1 lip care brand in c-stores** representing nearly 50% of total lip care sales¹

ChapStick® has **7 of 15** top c-store SKUs in lip care¹

Upsell opportunity for **innovative** ChapStick® Moisturizer 2 in 1 Lip Care — 8 hours of moisturization, SPF 15 protection



1. IRI Total C-Store: 52wks ending 12/27/2020  
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