

Wally's Natural Delivers Ear Care



#1 EAR CARE BRAND
Established and Trusted

EAR CANDLE
CONE



Wally's Is The **#1 Ear Candle Brand** With **Top Items Under-Spaced On Shelf**
7 of The Top 10 Ear Candles Are Wally's
Due To The Diverse Product Set

EAR REMEDY



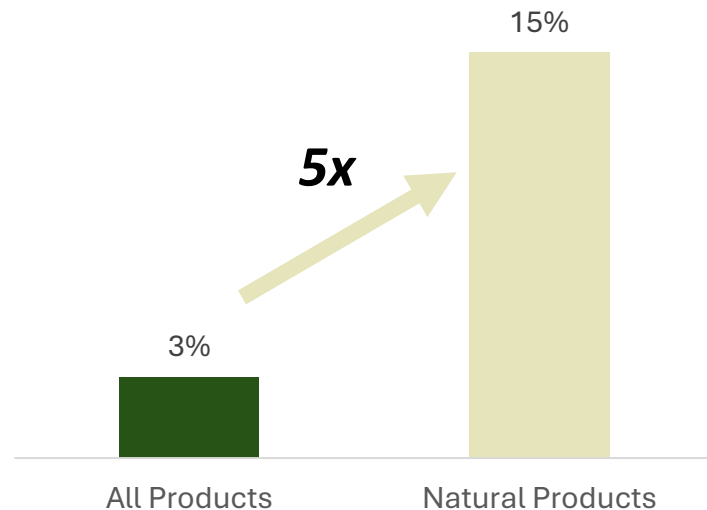
Wally's Ear Oil Is **Under-Spaced** and
Has Launched **A New Kids Item**
To Shelves



With Plenty Of **Distribution Opportunities** For
Ear Wax Removal Kits, Wally's Kids And
Adult Ear Scrubs Are Well Positioned For
Expansion

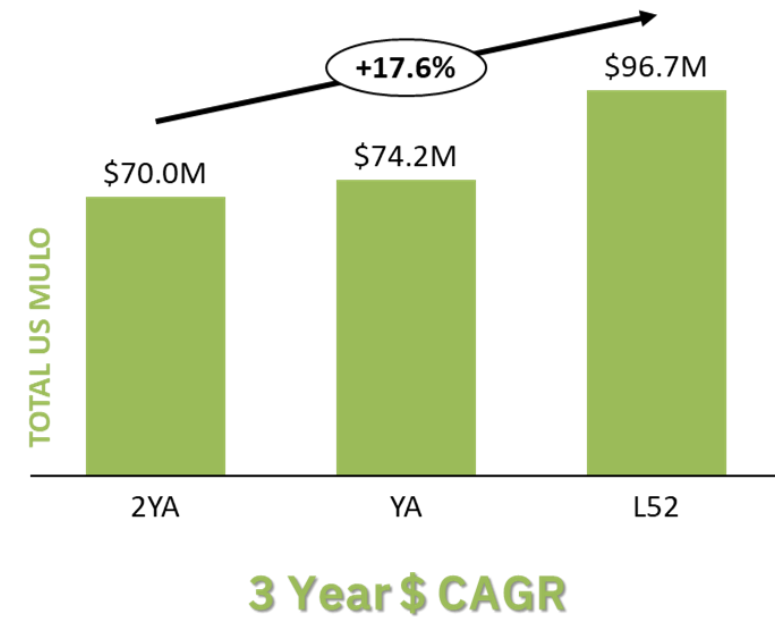
Expanding Ear Care

In Topical Ear, Nasal & Eye Care Shifting Customer Behavior are moving natural OTC from niche to mainstream.



Source: SPINS L52we 4/21/24; Mintel Reports: US Natural Healthcare Consumer Market Report 2023 and US Managing Common Illness 2023

Natural Product Growth in Ear Care
Ear Care Products Are On Trend & Growing
Double Digital In MULO



Source: SPINSScan, TOTAL US – MULO CHANNEL, TPL Universe; L52 Weeks Ending 09/08/2024
PRODUCT TYPE 'EAR REMEDY' & 'EAR CANDLE CONE' ATTRIBUTE

Unlocking a New Growth Segment in Ear Care

What's Missing in the Ear Care Planogram?

- Spinney's currently has no product like Wally's in its assortment. Let's Fix That!
- The category lacks natural, organic & non-invasive ear care solutions.
- Competitors are offering only traditional or homeopathic drops and ear care products, leaving a void in innovation.
- No Ear Candles on Shelf – Wally's top-selling ear candle is 100% incremental with zero competition in the category.

What is the Priority for 2025 and beyond?

- ✓ **Driving Incremental Sales?** Wally's brings a new **incremental purchase** with minimal cannibalization.
- ✓ **Finding a Category Winner?** Proven success in major retailers—**Wally's leads the natural ear care segment.**
- ✓ **Attracting a New Shopper?** Parents and wellness-conscious consumers seek **gentle, clean solutions.**

The Opportunity:

Wally's fills a critical **white space** in the category—offering a **differentiated, high-margin ear care product** that shoppers are looking for!

Introducing the Product Assortment

- **Proposed SKU Enhancements:**
 - Introduce
 - Best Selling Ear Candles
 - Organic Ear Oils
 - Earwax Removal Scrubs
- **New Innovations for 2025:**
 - Organic Ear Oil for Kids
 - Earwax Removal Scrub for Adults

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- ✓ New items should align with our broader strategy
 - ✓ Building the basket with real innovation
 - ✓ Targeting incremental segments (vs cannibalizing existing assortment)
 - ✓ Improving ear health outcomes and helping customers throughout their journey
 - ✓ Helping our customers save money so they can live better
 - ✓ Expanding the Ear Care category to meet the evolving expectations

Wally's Natural Portfolio

Elevate Your
Ear Care
Routine With
Wally's Natural
Ear Care
Products

Dedicated
Regime For ALL
Ages

Healthy Ears
are
Happy Ears!



Home Health Care Supplies & Accessories- Ear Candles

Wally's Natural Is The Top Selling Candle/Cone Brand; Top Items Are Under-Spaced Signaling Ear Candles Should Be Sold In Additional Stores

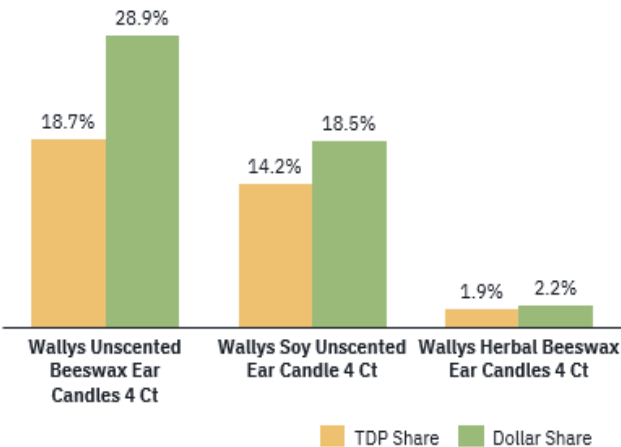
Top Ear Candle/Cone Brands

Brand Rank	Brand	Sales	Max ACV
1	WALLYS	\$1,280,563	32.1
2	HARMONYCONE	\$161,311	3.0
3	WHITE EGRET	\$124,822	0.3
4	BEE HEALTHY CANDLES	\$42,315	1.4
5	CYLINDERWORKS	\$21,449	0.6

Wally's Hits The Mark With Unique Candle Offerings

Candle Type			Scent			Pack Count		
Beeswax	Paraffin	Soy	Herbal	Lavender	Unscented	2 Pack	4 Pack	75 Pack

Space To Sales



WHAT DOES THIS MEAN?

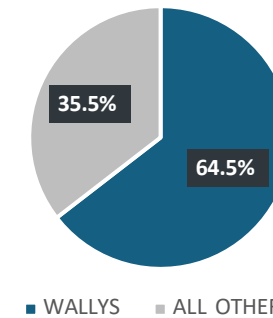
This graph compares the % share of a product's breadth/depth of products (TDP) on the shelf to the product's share of dollar sales. If the share of products is lower than the share of sales, the brand deserves more space. If the share of products is higher than the share of sales, underperforming SKUs should be reduced.

Home Health Care Supplies & Accessories- Ear Candles

7 Of The Top 10 Ear Candles Are Wally's Natural

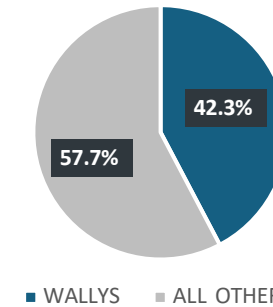
Top 10 Ear Candle Items	Dollars	Max % ACV
Wally's Beeswax Unscented Ear Candle 2 Ct	\$3,821,975	33.5
Wally's Paraffin Unscented Ear Candle 2 Ct	\$2,038,804	28.3
Wally's Soy Unscented Ear Candle 2 Ct	\$183,063	5.3
Wally's Soy Lavender Ear Candle 2 Ct	\$136,297	0.2
Harmonycone Heal Ear Candles Ogc 4 Ct	\$115,395	0.0
Wally's Beeswax Unscented Ear Candles 4 Ct	\$55,053	1.1
Harmonycone Heal Euc Lv Prmnt Er Cndl Ogc 4ct	\$43,471	1.3
Harmonycone Heal Lavender Ear Candles Ogc 2ct	\$27,793	1.4
Wally's Soy Unscented Ear Candle 4 Ct	\$19,646	0.1
Wally's Lavender Beeswax Ear Candles 2 Ct	\$18,223	0.1

Dollar Share



Source:
SPINSScan,
TOTAL US –
MULO
CHANNEL,
NPI Universe;
L52 Weeks
Ending
12/01/2024

Dollar Share



Source:
SPINSScan,
TOTAL US –
NATURAL
CHANNEL,
NPI Universe;
L52 Weeks
Ending
12/01/2024

Wally's Natural Ear Candles

Additional Product Information

Market Information:

- ✓ Wally's is the dominant player in the ear candle category, with 7 of the Top 10 Ear Candles in total MULO and Natural*
- ✓ Top Items Are Under-Spaced Signaling Ear Candles Should Be Sold In Additional Stores*

Product Benefits:

- ✓ Ancestral remedy, promotes holistic wellness
- ✓ Traditional method trusted by generations for ear comfort
- ✓ Enhances overall health and well-being
- ✓ Rest & relaxation: Soothing sounds for a calming and revitalizing experience

Product Differentiators:

- ✓ With a history of crafting ear care solutions, Wally's Natural is a trusted brand in ear candles
- ✓ Unlike most ear candles that are only available online or in niche stores, Wally's Natural offers convenient access in major retailers
- ✓ Beeswax, Paraffin and Soy wax options and all-natural scents Herbal, Lavender or Unscented
- ✓ Available in 2pk, 4pk, 12pk and 75pk

Customer/Shopper Insights:

- ✓ Key part of ear care practices in *many* cultures
- ✓ Adults seeking alternative, holistic wellness solutions
- ✓ Regular users of wellness or relaxation products who value a calming experience in their health routine
- ✓ 32% of consumers prefer alternative treatments when illness arises, actively seeking natural, healthier, more sustainable products*
- ✓ Many ear candle buyers see this as part of a self-care ritual rather than purely a medical solution

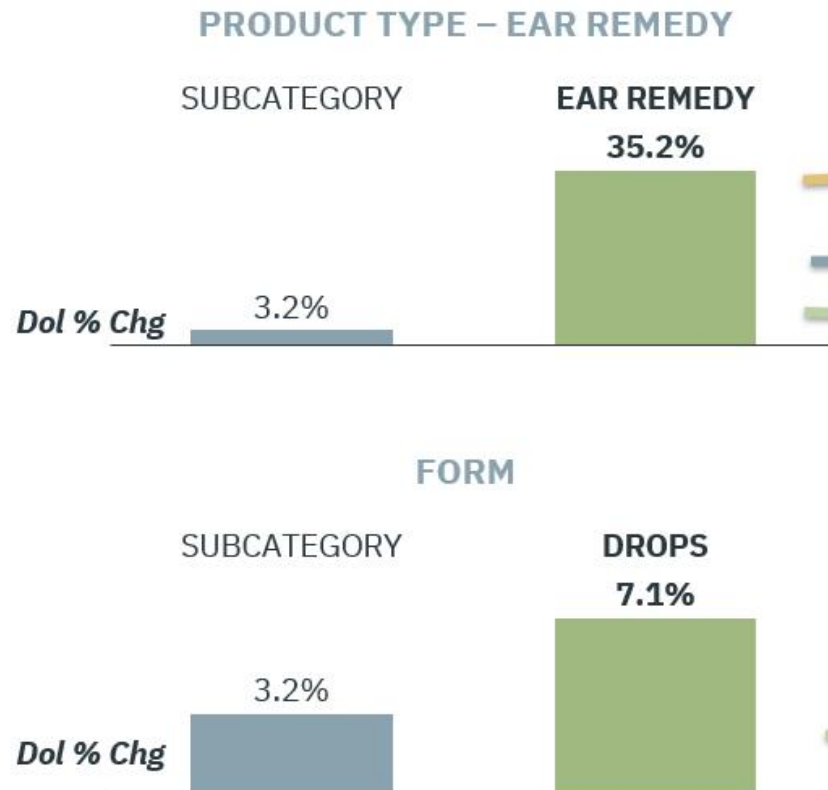
Why does this specific POG need your item?:

- ✓ Ear candles appeal to a growing consumer base interested in **natural, alternative remedies**. This product expands the footprint in the wellness space, attracting shoppers who frequent stores like Walmart, Target or Sprouts for similar products.
- ✓ Fully serves the needs of this important segment, offering incremental growth and meeting the demands of value-conscious and regular users alike.
- ✓ Ear candles are a niche but profitable product, driving repeat purchases and word-of-mouth recommendations. Their compact size also minimizes shelf space needs while delivering strong margins.



Topical Ear & Eye Care- Ear Remedy (Ear Drops & Earwax Removals)

Wally's Is On Trend With New Ear Scrub And Oil Items



NEW Wally's Natural Adult Ear Scrub



NEW Wally's Natural Kids Ear Scrub



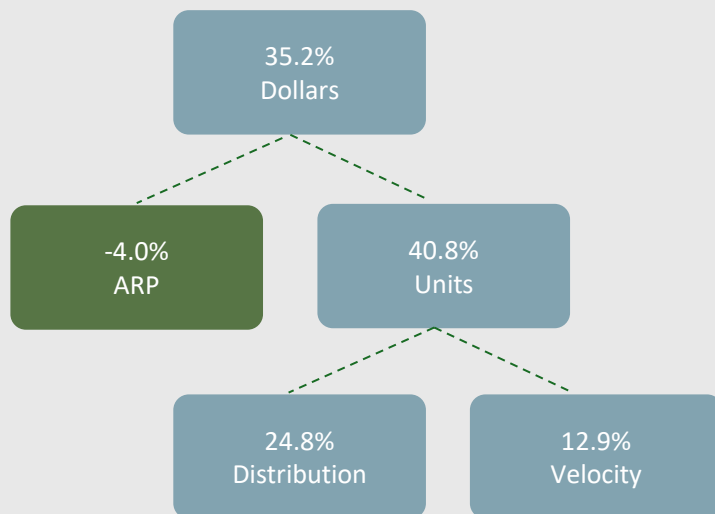
NEW Wally's Natural Ear Oil



Topical Ear & Eye Care- Ear Remedy (Ear Drops & Earwax Removals)

Consumers Are Gravitating To Ear Remedy Items, Wally's Natural Drives Incrementality
In The Set By **Offering Natural, Organic, and Kid Positioned Items**

Total US MULO Ear Remedy Growth Drivers



Wally's is the leading brand amongst specialty & natural ear care products & is **turning faster on shelf** than other competitors

Top 5 Natural + Specialty & Wellness Positioned Ear Care Brands

Brand	Sales	Max % ACV	# Stores Selling	Velocity (Units/Store/ Week/Item)
WALLY'S	\$6,556,461	33.5	12,468	0.6
HYLANDS	\$5,747,459	61.1	26,952	0.3
TRP	\$794,901	21.3	3,863	0.6
AURO DRI	\$265,307	7.5	4,945	0.3
SIMILASAN	\$239,435	1.7	4,176	--

Topical Ear & Eye Care- Ear Remedy (Ear Drops)

Wally's Offers *The Only Labeled 95-99% Organic Ear Oil* On the Market —

\$ Rank	Top 10 Ear Remedy Brands	Dollars	Units	Naturally Positioned	Organic
1	DEBROX	\$29,516,816	3,215,906	X	X
2	HYLANDS	\$9,341,191	1,000,876	✓	X
3	EAR PAIN MD	\$7,272,605	328,902	X	X
4	REXALL	\$1,597,101	245,647	X	X
5	OTIX	\$455,335	75,507	X	X
6	MURINE	\$161,759	23,526	X	X
7	HUMCO	\$115,699	18,206	X	X
8	MARIES ORIGINAL	\$75,371	4,855	✓	X
9	AURO	\$67,776	25,269	X	X
10	WALLYS	\$40,328	4,320	✓	✓



Organic Ear Oil Proprietary Formula

Plant-based **USDA- Certified** ingredients
Used for holistic healing and wellness since ancient times



Ingredients	Benefits
OLIVE OIL	Antioxidant and anti-inflammatory properties. Excellent moisturizer, protects & hydrates, packed with healthy vitamins and fats. Can break-up and loosen ear wax.
LAVENDER OIL	Anti-inflammatory, antifungal, antimicrobial and detoxifying properties.
MULLEIN EXTRACT	Soothes irritation and inflammation.
TEA TREE OIL	Anti-inflammatory and antimicrobial properties to help soothe and relieve pain and irritation.
ECHINACEA EXTRACT	Antioxidant rich properties, reduces bacteria, soothes sensitivity and irritation
GARLIC OIL	Anti-bacterial, antifungal, antiviral and antiseptic properties. Reduces swelling and inflammation and improves blood circulation.

Organic Ear Oil Formula Comparison

Why Wally's Organic Ear Oil is the Next Generation of Ear Drops!

- ✓ Clean, Natural Ingredients That Matter
- ✓ Safe, Gentle & Effective for the Whole Family
- ✓ Soothes with Organic Oils for Ultimate Ear Care

Competitor	Active & Inactive Ingredients
Hyland's Earache Drops	Pulsatilla 30C HPUS, Chamomilla 30C HPUS, Sulphur 30C HPUS, Calc Carb 30C HPUS, Belladonna 30C HPUS, Lycopodium 30C HPUS, Citric Acid USP, Purified Water, Sodium Benzoate USP, Vegetable Glycerin USP
TRP Earache Drops	Arnica montana HPUS, Hepar sulphuris calcareum HPUS, Hypericum perforatum HPUS, Lycopodium clavatum HPUS, Mercurius solubilis HPUS, Salicylicum acidum HPUS, Silicea HPUS, Thiosinaminum HPUS, Arnica montana HPUS, Benzalkonium chloride, Glycerin, and Purified water.
TopCare Ear Relief Ear Drops	Chamomilla 10X, Mercurius Solubilis 15X, Sulfur 12X, Vegetable Glycerin



Wally's Natural Ear Oil for Adults & Kids

Additional Product Information

Market Information:

- ✓ Wally's is the #1 Ear Drop Brand in the Natural channel, fills a clear gap in the market*
- ✓ Wally's Ear Oils Represent a whitespace opportunity (MULO selling in less than 2%)*

Product Benefits:

- ✓ Harnesses the power of nature to promote health and comfort for ears
- ✓ Seasonal demand spikes (flu/cold & allergy seasons), pre- and post-water activities (swimmers' ear), redness caused by earbud or hearing aid use
- ✓ Gentle, natural relief for sensitive ears, relief from itchy, dry, flaky or irritated ears
- ✓ Can be used proactively to maintain ear wellness

Product Differentiators:

- ✓ The only labeled Organic Ear Oil on the market
- ✓ Affordable pricing – Offering value to higher-priced per ounce alternatives
- ✓ Pediatrician and Dermatologist tested

Customer/Shopper Insights:

- ✓ Parents of young children (especially ages 2-8) concerned about ear health
- ✓ Individuals with recurring ear discomfort, mild earwax buildup, or seasonal ear issues
- ✓ Parents and health-conscious shoppers actively look for chemical-free, natural, organic options for their families

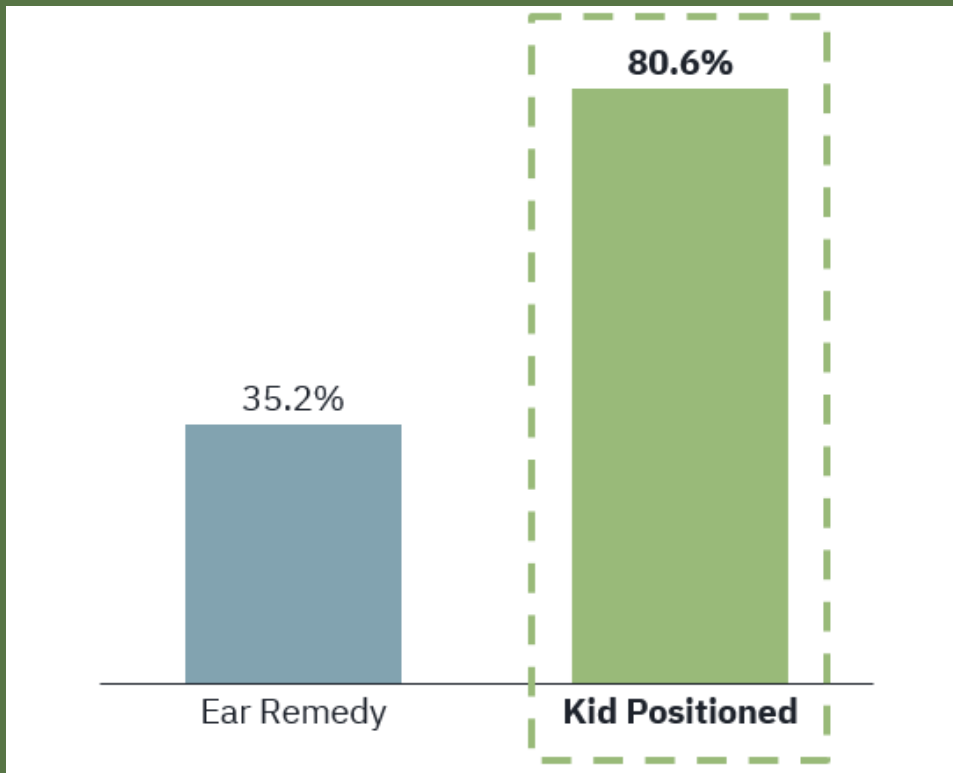
Why does this specific POG need your item?:

- ✓ Shoppers are increasingly seeking **organic and natural solutions**, especially for sensitive areas like ears.
- ✓ Commitment to wellness and holistic care, aligning with the growing consumer demand for clean, chemical-free products.
- ✓ Ear oil provides a gentle remedy for ear discomfort, dryness, and wax maintenance—issues faced by families year-round. As the only organic ear oil in the category, it differentiates the offerings and fills a gap in ear care solutions.



Topical Ear & Eye Care- Ear Remedy (Ear Drops & Earwax Removals)

Wally's Kid Oil & Scrub Are Pediatrician-Tested And On-Trend —
Kid-Specific Ear Remedy Products Are Growing +81%



Wally's Is Ahead Of The Curve, Offering Ear Items Tailored To The Needs Of Kids



Wally's Ear Scrub Kids



Wally's Ear Oil Kids

Earwax Removal Aid & Kit Comparison

Why Wally's Ear Scrub is the Ultimate Choice for Earwax Removal!

- ✓ Safe for Ages 2+ and Pediatrician Tested
- ✓ Non-Invasive, Gentle & Easy to Use
- ✓ Includes a Soft Scrubber for Effective & Quick Cleaning



Wally's Ear Scrub is the newest innovation in ear cleaning

- Safely cleans ears quickly and conveniently
- No risk of damaging ear drums
- Formulated with aloe vera for gentle cleansing, while soothing and nourishing skin

Competitor	Ingredients and Differentiating Factors
Debrox Earwax Removal Aid & Kit	Debrox ear drops can take up to 4 days to remove earwax. Ingredients: Carbamide Peroxide (6.5%), Citric Acid, Flavor, Glycerin, Propylene Glycol, Sodium Lauroyl Sarcosinate, Water. <i>Requires use of a rubber bulb ear syringe. Recommended for Adults and children over 12 years of age.</i>
Clinere Earwax Removal Kit & Cleaners	Ingredients: Carbamide Peroxide 6.5%, Olea Europaea (Olive) Fruit Oil, Tocopheryl Acetate, Phenoxyethanol, BHT, Anhydrous Citric Acid, Glycerin, Propylene Glycol, Sodium Citrate, Sodium Lauryl Sulfate, Water. <i>Requires use of a scoop & fin tool. Recommended for Adults and children over 12 years of age.</i>
TopCare Earwax Removal Drops & Kit	Ingredients: Carbamide Peroxide (6.5 %), Anhydrous Citric Acid, Glycerin, Propylene Glycol, Sodium Citrate, Sodium Lauryl Sulfate, Water. <i>Requires use of a rubber bulb ear syringe. Recommended for Adults and children over 12 years of age.</i>

Wally's Natural Earwax Removal Ear Scrub for Adults & Kids

Additional Product Information



Market Information:

- ✓ First-to-market product that fills a major gap in ear care for kids and adults
- ✓ Growing interest in earwax removal and many shoppers are unsure about safe ear cleaning methods. A product like an ear scrub appeals.
- ✓ Innovative, safe and effective earwax removal
- ✓ Kid-Specific Ear Remedy Products Are Growing +81%*

Product Benefits:

- ✓ Makes bath time easier, empowering kids to take care of their ears from an early age, while giving parents peace of mind, unlike a cotton swab
- ✓ Not only helps remove earwax, but also dirt and oils, ensuring complete ear care
- ✓ A fresh approach to ear care – perfect for all ages

Product Differentiators:

- ✓ The Ear Scrub is non-invasive, featuring a soft, pliable scrubber sponge that's gentle, reusable
- ✓ More affordable than alternatives like Wax-RX
- ✓ Pediatrician tested

Customer/Shopper Insights:

- ✓ Meets the growing demand for at-home personal healthcare to those seeking clarity and simplicity
- ✓ Shoppers see "ear scrubs" as a new, innovative product compared to traditional remedies, which piques curiosity
- ✓ Full-circle solution that teaches children the right, safe way to care for their ears

Why does this specific POG need your item?:

- ✓ Ear Scrub represents an **emerging subcategory** within ear care, offering a novel solution for ear hygiene that appeals to both first-time buyers and regular ear care users. Its uniqueness builds curiosity and adds a modern touch to the ear care section.
- ✓ Drive incremental category growth, encouraging multi-product purchases and attract new shoppers to build the basket
- ✓ Unlike many ear care products that address existing problems, the ear scrub offers a proactive, hygiene tool.