

OPTIMUM FACTS

- ✓ Billions of points have been issued since the launch of Shoppers Optimum in 2000
- ✓ Life Brand, Shoppers Drug Mart's original private label, is the number one redeemed brand using Optimum points
- ✓ The top products redeemed for free using Optimum points are everyday products like skincare (#1), toothbrushes (#2) and shampoo/conditioner (#3)
- ✓ Toronto is the top city in Canada for redeeming Optimum points, followed by Calgary (#2) and Mississauga (#3)
- ✓ Shoppers Drug Mart began allowing Shoppers Optimum members to donate their Optimum points to charity in 2004 and there are currently 322 registered charitable organizations supported through the program

Top 10 products redeemed in 2014 using Optimum points:

1. SKINCARE PRODUCTS	1,421,542
2. TOOTHBRUSHES	1,312,206
3. SHAMPOO & CONTIONER	804,942
4. CHOCOLATE BARS	797,827
5. EYE COLOUR	785,338
6. SHAVING PRODUCTS	634,301
7. PERFUME & COLOGNE	578,997
8. BOXES OF CHOCOLATES	474,768
9. LIP COLOURS	386,507
10. NAIL POLISH	385,021



Top 10 cities for redeeming Optimum points:

1. TORONTO, ON
2. CALGARY, AB
3. MISSISSAUGA, ON
4. WINNIPEG, MB
5. MONTREAL, QC
6. EDMONTON, AB
7. VANCOUVER, BC
8. LONDON, ON
9. SCARBOROUGH, ON
10. OTTAWA, ON

