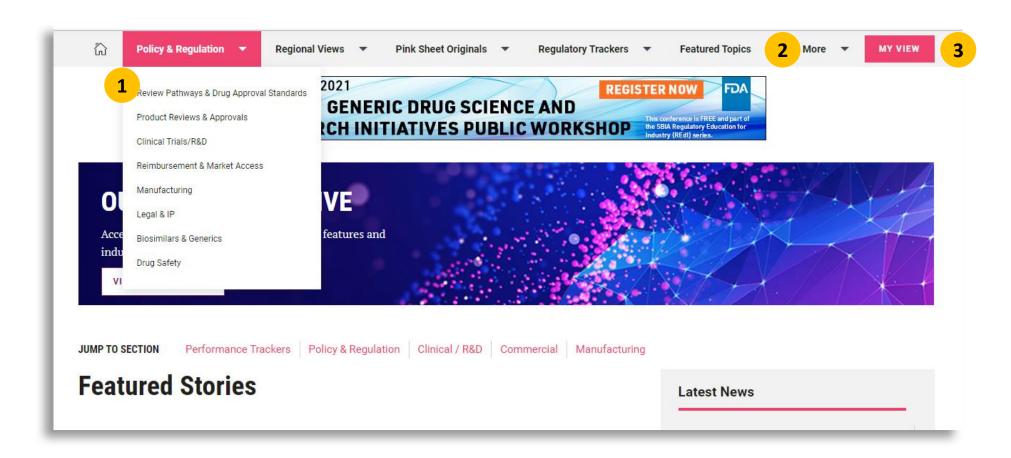


Menu



Each product has a Menu that appears horizontally near the top of the screen and continues to display when scrolling. (Note that on mobile devices the menu is located in the upper left near the product logo.) In addition to core topic areas, you will find special links like Featured Topics, regulatory and commercial data trackers, and exclusive editorial features.

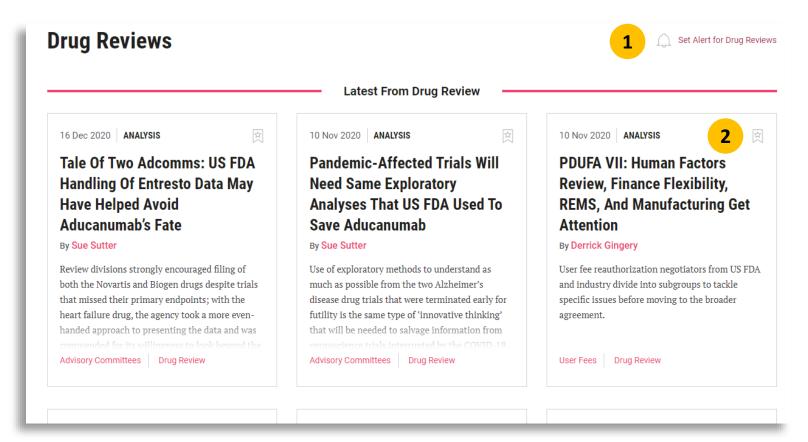


- Hover over the text to expand the tab and click on the menu items to navigate to topic pages and features.
- For one-stop access to information about the publications, RSS feeds, the pdf library and quick contact links, look under More
- To access My
 View, click the
 button on the
 right side of the
 menu bar.

Topic Pages



Click on a **Topic** from the **Menu** to explore the Topic



Set an Alert from Topic Pages with "1-click" – and whenever new content is published about your topic, an email alert will be delivered to you. When you set an alert, the alert icon will change state to a filled in appearance so you can easily see where you have set your alerts while on Topic pages.

2 Bookmark any article with "1-click" on the bookmark icon. When an article is bookmarked, the bookmark icon changes state to a filled in appearance so it is easy to see which articles have been bookmarked.

Articles you bookmark will be saved for you under **My Account** (located on the upper right of the pages) where you can go to access them at any time.

Article Pages

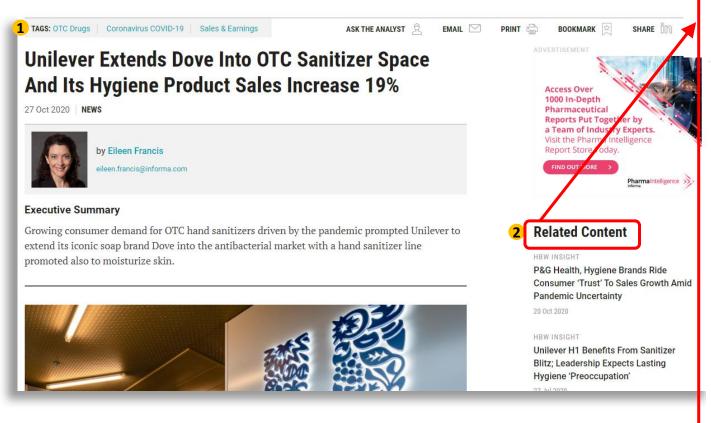
Across the top and bottom of every article page there is a toolbar to share, save, or follow up on the article.



- Click **ASK THE ANALYST** to access the Ask the Analyst service (for subscribers).
- Click **EMAIL** icon to fill out a simple form to share the article by email.
- Click the **PRINT** icon to print the article to hard copy or pdf.
- Click the BOOKMARK icon to save the article to your Bookmarked Articles listing which is located under My Account.
- Click the **LINKED IN** or **TWITTER** icons to share the article with your social networks.

Article Pages

To make it quick and easy for you to find other relevant content, our Article pages have numerous RELATED CONTENT links



Related Content

HBW INSIGHT

P&G Health, Hygiene Brands Ride Consumer 'Trust' To Sales Growth Amid Pandemic Uncertainty

20 Oct 2020

Topics

SUBJECTS

- > OTC Drugs
- > Coronavirus COVID-19
- > Sales & Earnings
- > Advertising, Marketing & Sales
- > Business Strategies
- Commercial
- > Companies
- Cosmetics

REGIONS

- > Europe
- Netherlands
- > North America
- > United States
- International

CONSUMER MARKET AREA

- Beauty
- > Health

INDUSTRIES

Consumer

Related Companies

> Unilever PLC

TAGS at the top and bottom of each article quickly show main topics of article and link to more on those topics.

RELATED CONTENT links along the right of each article page provide quick links to related topics and sub-topics; related articles; related companies; related deals; and key documents. Articles also have links to related stories/content within the article itself when relevant.

For More Information...



If you still have questions about how to access or use any of our products, or to schedule live training, please contact **Client Services** at:

Phone:

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