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## SALES OF TOILET PREPARATIONS IN CANADA, 1969

Sales of Toilet Preparations in Canada during 1969 as compiled from reports filed with the Dominion Bureau of Statistics totalled \$418,334,023, compared with \$375,207,126 in 1968. Nearly all major Canadian manufacturers and distributors of toilet preparations reported to this survey as may be established by a review of the directory. In all, 86 companies are represented in the figures. And it is estimated that this group accounted for more than 95 per cent of all toilet preparations sales in Canada. Firms responding to this survey were asked to report their sales on the basis of "suggested retail selling price" so that the total reported approximates, in effect, the retail sales value of all toilet preparations sold in Canada.

A special breakdown by provinces reflects data received from 69 companies, and accounts for 87.5 per cent of total value of sales reported. Results are shown in Table 2.

Note: Values shown in the table following are based on "suggested retail selling price". Details of factory shipments by Canadian manufacturers valued on the basis of f.o.b. plant are published in a separate report titled Manufacturers of Toilet Preparations, Catalogue No. 46-215, which may be obtained by applying to the Publications Distribution, Dominion Bureau of Statistics.

Manufacturing and Primary Industries Division

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TABLE 1. Sales of Toilet Preparations in Canada, 1968 and 1969

Product	Value of Sales	
	1968	1969
	dollars	
<u>Baby products</u>		
Baby lotions .....	932,430	856,640
Baby oils .....	1,307,969	1,654,539
Baby powder .....	2,963,859	3,375,601
<u>Beauty preparations</u>		
Creams and lotions:		
Creams - Cleansing .....	6,363,323	8,911,434
Hormone .....	974,483	811,098
Moisturizing .....	8,073,858	8,522,041
Night .....	3,116,648	4,666,119
Other .....	1,870,153	2,883,453
Lotions - Face, body and hand (excluding shaving preparations)		
Liquid .....	9,267,701	11,206,757
Solid .....	2,612,949	2,979,570
Other .....	762,332	1,287,190
<u>Make-up preparations</u>		
Eyebrow pencil .....	2,943,125	2,867,737
Eye shadow .....	6,494,024	7,336,046
Foundations - Cream .....	2,061,656	2,527,808
Liquid .....	2,244,187	2,576,055
Lipsticks .....	11,969,423	12,994,321
Make-up base - Cake .....	1,608,853	1,398,012
Cream .....	2,030,906	2,038,548
Liquid .....	3,549,960	3,835,808
Mascara .....	5,323,069	4,977,643
Powder, face - Compressed .....	3,872,423	4,607,460
Loose .....	1,292,802	1,681,026
Rouge .....	1,553,774	2,388,350
Other make-up preparations .....	3,676,498	3,247,563
<u>Fragrance preparations</u>		
Bath oils .....	8,320,077	10,709,543
Bath salts .....	1,196,390	1,350,328
Bubble bath .....	4,162,882	4,517,808
Colognes and Toilet Waters - Female - Aerosol .....	8,532,297	10,211,843
Solid .....	1,882,778	1,760,615
Other .....	10,434,499	10,410,168
Male - Aerosol .....	504,257	532,351
Solid .....	-	(1)
Other .....	2,522,593	3,586,608
Perfumes .....	7,897,372	9,363,574
Powder - Dusting .....	4,373,858	4,411,722
Talcum (excluding after-shave talc) .....	3,802,045	3,489,341
Sachets - Skin .....	4,946,013	4,928,179
Other .....	608,697	639,747
Other fragrance preparations .....	484,758	756,973

See footnote(s) at end of table.

TABLE 1. Sales of Toilet Preparations in Canada, 1968 and 1969 - Concluded

Product	Value of sales	
	1968	1969
dollars		
<u>Hair preparations</u>		
Depilatories (personal) .....	1,824,399	1,930,458
Hair sprays (aerosol fixatives) .....	30,841,991	35,035,273
Hair tonics and dressings - Female .....	3,115,728	4,134,111
Male .....	10,912,525	11,208,827
Home permanents .....	4,234,144	4,367,012
Rinses .....	8,959,715	5,625,146
Shampoos - Soap .....	12,564,374	16,181,752
Soapless .....	10,407,289	10,003,149
Tints and dyes .....	(2)	(2)
Other hair preparations .....	(2)	(2)
<u>Manicuring preparations</u>		
Nail polish and enamel .....	3,953,085	4,687,216
Nail polish remover .....	914,731	1,487,947
Other manicuring preparations .....	938,722	1,198,038
<u>Oral hygiene products</u>		
Dentifrices - Aerosol .....	107,383	(2)
Liquid .....	(2)	(2)
Paste .....	35,716,096	38,328,639
Powder .....	623,228	501,016
Mouthwashes (oral antiseptics) .....	12,926,165	16,781,366
<u>Personal cleanliness items</u>		
Deodorants (personal) and anti-perspirants - Cream ..	2,531,498	3,141,368
Roll-on ..	5,951,409	5,912,437
Solid ..	1,929,826	1,920,596
Spray ..	15,396,001	22,482,834
<u>Shaving preparations</u>		
After-shave lotions .....	12,827,824	14,096,128
Men's talcum .....	1,367,818	1,538,138
Pre-shave products .....	1,188,954	1,563,084
Shaving cream - Aerosol .....	4,399,934	4,597,899
Brushless .....	519,401	426,648
Lather .....	2,217,645	2,226,336
Shaving soap (cakes, sticks, etc.) .....	571,280	547,818
Other shaving preparations (including after-shave septics, beard softeners, etc.) .....	267,388	210,950
<u>Miscellaneous preparations</u>		
Sunscreen preparations .....	3,227,205	2,004,704
All other toilet preparations (excluding toilet soap) not enumerated above .....	39,845,484	39,895,514
Totals .....	375,207,126	418,334,023

(1) Included in "Other fragrance preparations". (2) Included in "All other toilet preparations".

TABLE 2. Sales of Toilet Preparations, by Province, 1968 and 1969

Province	Total sales (1)	
	1968	1969
	dollars	
Newfoundland .....	5,535,478	5,598,181
Prince Edward Island .....	1,059,875	1,107,053
Nova Scotia .....	9,475,372	10,278,637
New Brunswick .....	7,073,331	6,913,120
Quebec .....	90,296,120	92,835,425
Ontario .....	138,887,367	149,982,035
Manitoba .....	18,710,336	17,352,371
Saskatchewan .....	13,218,954	13,036,074
Alberta .....	28,017,802	28,851,690
British Columbia .....	37,008,607	39,021,545
Yukon and Northwest Territories .....	49,017	31,734
Total Canada .....	349,089,259	365,007,865
Export .....	986,716	1,106,158
Total accounted for .....	350,075,975	366,114,023
Total unaccounted for .....	25,131,151	52,220,000
Total sales .....	375,207,126	418,334,023

(1) Breakdown by product line not collected.

Firms Represented in Totals Reported in this Survey

Name	Plant location
Adrem Limited, 231 Bartley Drive .....	Toronto, Ont.
Alberto-Culver of Canada Limited, 534 Kipling Ave. S. ....	Toronto, Ont.
Elizabeth Arden of Canada Ltd., 207 Queens Quay West .....	Toronto, Ont.
J.A. Auclair Sales, 205 Richmond St. West .....	Toronto, Ont.
Avon Products of Canada Limited, 5500 Trans Canada Highway	Pointe Claire, Que.
Beecham Products Limited, 1860 Wilson Avenue .....	Weston, Ont.
Bernal Laboratories Ltd., 355 St. Peter St. ....	Montreal, Que.
Biggs Dominion Sales Ltd., 22 Bertal Road .....	Toronto, Ont.
Hazel Bishop of Canada Limited, 31 Constellation Court ....	Rexdale, Ont.
Bristol-Myers Company of Canada Limited, 111 Richmond Street West .....	Toronto, Ont.
G.F. Bullock Ltd, 207 Queens Quay West .....	Toronto, Ont.
Canada Packers' Limited, 2200 St. Clair Ave. West .....	Toronto, Ont.
Carter-Wallace N.S. Inc., 250 Bloor St. West .....	Toronto, Ont.
Chemaco Limited, 4328 St. Lawrence Blvd. ....	Montreal, Que.
Chemway (Canada) Limited, 5 St. Alphonse Street .....	St-Therese, Que.
Chesebrough-Pond's (Canada) Ltd., 150 Bulloch Drive .....	Markham, Ont.
Clairol Inc. of Canada, 550 Sherbrooke St. W. ....	Montreal, Que.
The Clifton Co. Limited, 146 Brock Ave. ....	Toronto, Ont.
Colgate-Palmolive Limited, 64 Colgate Avenue .....	Toronto, Ont.
Cosmair (Canada) Ltd., 4895 Fisher St. ....	Montreal, Que.
Cosmex Ltd., 1253 McGill College Ave. ....	Montreal, Que.
Helene Curtis Ltd., 850 Lafleur Avenue .....	Montreal, Que.
Delagar Limited, P.O. Box 397 .....	St. Jean, Que.
Drug Trading Co. Ltd., 15 Ontario St. ....	Toronto, Ont.
K.J. Eccles Limited, 8490 Jeanne Mance St. ....	Montreal, Que.
Estee Lauder Cosmetics Limited, 207 Queens Quay West .....	Toronto, Ont.
Evyan Perfumes (Canada) Ltd., 301 Centre St. East .....	Richmond Hill, Ont.
Faberge of Canada Limited, 7939 Keele St. North .....	Downsview, Ont.
Max Factor and Company, 1450 Birchmount Rd. ....	Toronto, Ont.
Produits Familex Products Limited, 1600 Delorimier Avenue .	Montreal, Que.
Fashion Two-Twenty, 151 Skyway Ave. ....	Rexdale, Ont.
Fisons (Canada) Ltd, 26 Prince Andrew Place .....	Don Mills, Ont.
Fulford Dodds Ltd., 260 Richmond St. W. ....	Toronto, Ont.
Fuller Brush Company Ltd., 1115 Guelph Line North .....	Burlington, Ont.
Gillette of Canada Limited, 5450 Cote de Liesse Road .....	Montreal, Que.
Gray Products Ltd. (Dorothy Gray Div.), 37 Hanna Ave. ....	Toronto, Ont.
Herdt & Charton Incorporated, 2245 Viau Street .....	Montreal, Que.
Holiday Magic Ltd., 15 Rolark Drive .....	Scarborough, Ont.
Houbigant Ltée, 2190 rue Prefontaine .....	Montreal, P.Q.
John A. Huston Company Limited, 36 Caledonia Road .....	Toronto, Ont.
The Andrew Jergens Co. Limited, 1 Herriott Street .....	Perth, Ont.
Johnson and Johnson Limited, 2155 Pie IX Boulevard .....	Montreal, Que.
Koscot Interplanetary of Canada Limited, 1979 Leslie St. ..	Don Mills, Ont.
Lander Company (Canada) Limited, (The), 50 Underwriters Rd.	Toronto, Ont.
Larait Sales Ltd., 34 Meteor Drive .....	Rexdale, Ont.
Lever Detergents, Toilet Preparations Div., 1 Sunlight Park Road .....	Toronto, Ont.

Firms Represented in Totals Reported in this Survey - Concluded

Name	Plant location
Maltby Brothers Limited, 22 Elrose avenue .....	Weston, Ont.
Masson Agencies Ltd., 156 St. Denis Street .....	St. Lambert, Que.
Maw-Vack of Canada Ltd., 151 Skyway Ave. ....	Rexdale, Ont.
The Mennen Company Ltd., 6400 Northwest Drive .....	Malton, Ont.
The Nestle-Le Mur Co. (Canada) Ltd., 980 Lawrence Ave. West	Toronto, Ont.
Nivea Pharmaceuticals Ltd., 2100-52nd Avenue .....	Lachine, Que.
The Noxzema Chemical Co. of Canada Limited, 77 Park Lawn Rd. ....	Toronto, Ont.
Pantene Limited, 1956 Bourdon St. ....	St. Laurent, Que.
Parfumerie Versailles Ltée, 55 Blvd. Marie-Victorin .....	Candiac, Que.
Pfizer Company Limited, 50 Place Cremazie .....	Montreal, Que.
The Procter and Gamble Co. of Cda Ltd., 2 St. Clair Ave. W.	Toronto, Ont.
Professional Pharmaceutical Corp., 2795 Bates Road .....	Montreal, Que.
The W. T. Rawleigh Company Ltd., 4005 Richelieu St. ....	Montreal, Que.
Regent Industries Limited, 507 Roy St. East .....	Montreal, Que.
Regine/Studio Girl, 1600 Delorimier St. ....	Montreal, Que.
B.N. Robinson and Co. Ltd., 716 Cowie St. ....	Granby, Que.
Rexall Drug Company Ltd., 2501 Stanfield Road .....	Cooksville, Ont.
Wm. I. Robinson Ltd., 4640 Decarie Blvd. ....	Montreal, Que.
Helena Rubenstein Ltd., 3 Dorchester Avenue .....	Toronto, Ont.
Schick Safety Razor Co., 149 Bartley Drive .....	Toronto, Ont.
Sheaffer Pen Company, Div. of Textron Cda Ltd. ....	Goderich, Ont.
Shulton of Canada Ltd., 2031 Kennedy Road .....	Scarborough, Ont.
Silhouette Products Ltd., 206 Parkhurst St. ....	Toronto, Ont.
Robert Simpson Co. Ltd., The, 176 Yonge St. ....	Toronto, Ont.
Wm. Sofin and Co. Ltd., 2130 Mountain St. ....	Montreal, Que.
Stanley Home Products of Canada Ltd., 140 Ann St. ....	London, Ont.
Sterling Drug Limited, Yonge St. ....	Aurora, Ont.
Thayer Perfumes Limited, 112 Sinnott Road .....	Scarborough, Ont.
Thomas Supply and Equipment Co., Ltd., 1451 Coldrey Ave. ..	Ottawa, Ont.
Ulay (Canada) Ltd., 49 Sixpoints .....	Toronto, Ont.
Vanda Beauty Counselor Limited, 1400 Windsor Ave .....	Windsor, Ont.
Vick Chemical Company, 2 Norelco Drive .....	Weston, Ont.
Vinant Limited, 8355 Blvd. St. Laurent .....	Montreal, Que.
Warner-Lambert Canada Ltd., 2200 Eglinton Ave. E. ....	Toronto, Ont.
Watkins Products Inc., 90 Anna Bella Street .....	Winnipeg, Man.
Wengers Limited, 4980 Buchan St. ....	Montreal, Que.
Whitehall Laboratories Ltd., 1060 Middlegate Rd. ....	Toronto, Ont.
W. Lloyd Wood Co. Ltd., 64 Gerrard St. East .....	Toronto, Ont.
J.B. Williams Company Canada Ltd., 515 St. Catherine Street West .....	Montreal, Que.
Yardley of London Canada Ltd., 7 Curity Ave. ....	Toronto, Ont.



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