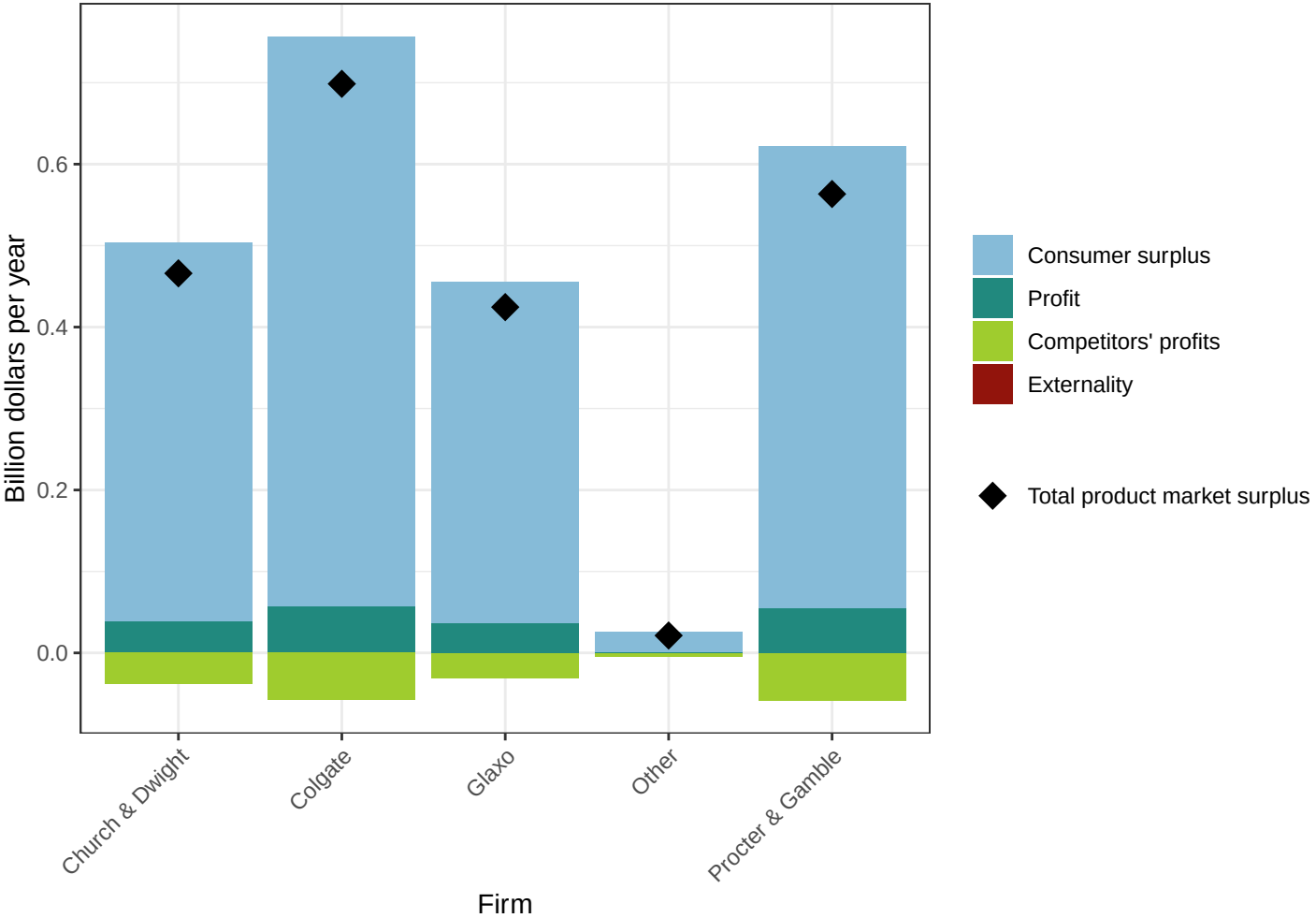
Billion dollars per year
0.6
0.4
0.2
0.0
Church & Dwight
Colgate
Glaxo
Other
Procter & Gamble
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus