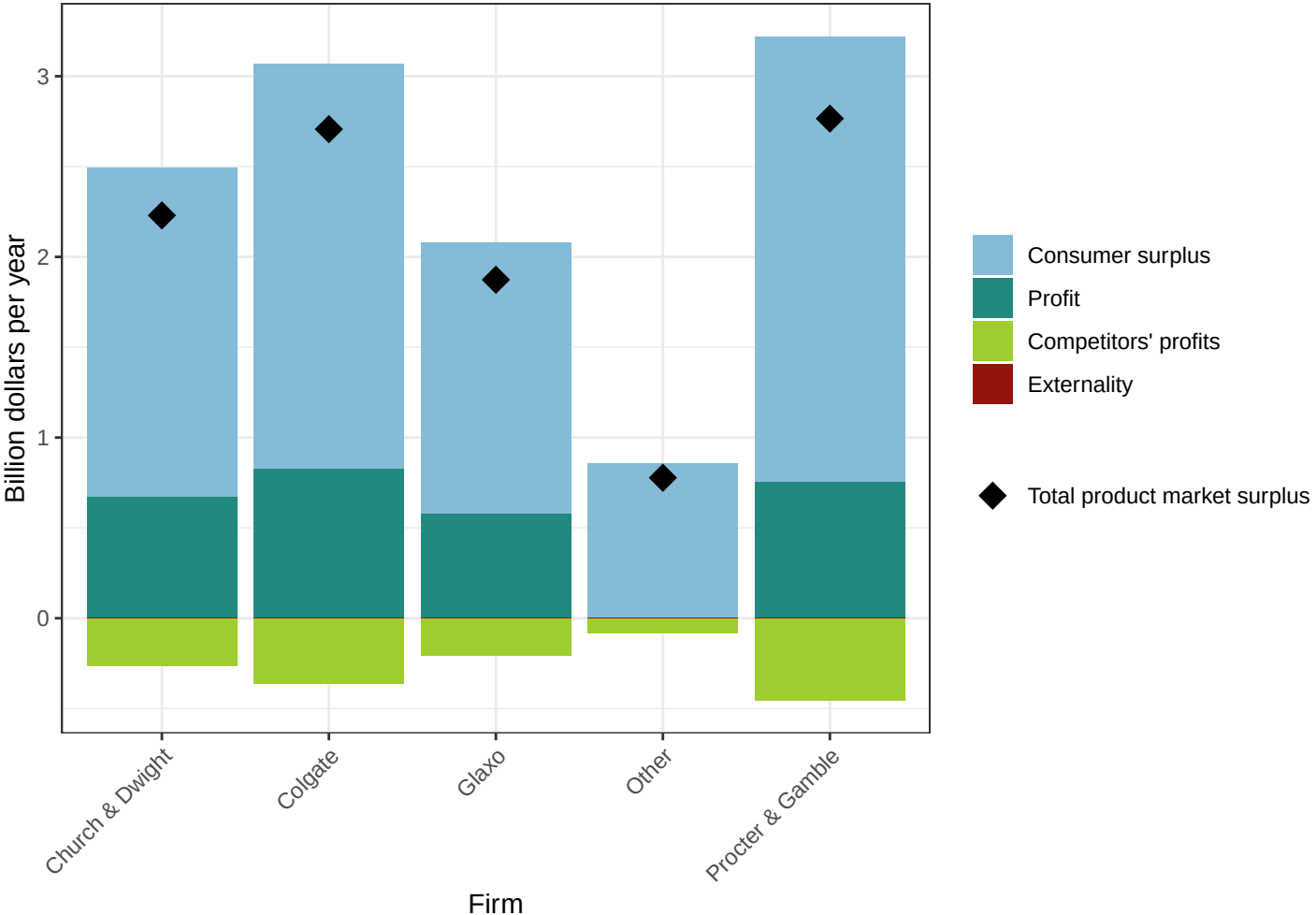
Billion dollars per year
3
2
1
0
Church & Dwight
Colgate
Glaxo
Other
Procter & Gamble
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus