

# The Active Consumer

## Smart Shopping: Clever Coupon Strategies

(NAPSA)—According to recent studies, almost all consumers (94 percent) say they have used coupons on household items and groceries at least once in the past year, and 77 percent are now using coupons regularly. With everyone looking to save more, there are simple strategies to help you make the most of those coupons:

### 1. Double your savings.

Many stores will let you “stack” coupons by combining store discounts with manufacturer offers. Sign up for rewards cards and visit the websites of your favorite drugstore and grocery chains to receive printable store coupons you can combine with manufacturer coupons from magazines, newspapers and other websites.

**2 When you get to the store, look before you shop for coupons you can use right away.** CVS/pharmacy recently added kiosks called ExtraCare Coupon Centers in nearly all 7,000 stores across the country. At the start of each trip, customers can scan their rewards cards at these Coupon Centers and print any available coupons before they shop. This often includes a new personalized, instant coupon that can be redeemed that same visit. Using



coupons immediately means you won't forget or lose them and you'll save more. If you don't already have a CVS/pharmacy ExtraCare card, sign up at your closest store and start printing coupons today.

**3. Be smart with “Buy One, Get One Free” deals.** When you buy two products included in a store BOGO discount offer, you can usually still use two manufacturer coupons that reduce the price of each individual one. Even though you're getting one product free, at most stores you will still see the extra savings reflected in your total bill.