

PRESS RELEASE

NATURE MADE[®] INTRODUCES FOUR NEW PRODUCTS

Nature Made Launches Vitamin and Supplements for the Men's Health, Digestive Probiotics, Immune Health and Heart Health Category Segments

RELEASE DATE: 4/19/2017

April 19, 2017 (Northridge, CA) – Nature Made[®], a leading national vitamin and supplement brand, announced new product launches including: Nature Made Omega-3 with Xtra Absorb[™] Technology; Immune Care; Dual Action Digestive Probiotic + Energy B12 Gummies; and Nature Made Adult Gummies Multi for Him Plus Omega-3s.

The new products support various health needs in the heart health, immune health, digestive health, and men's health category segments. The new products include:

- Nature Made[®] Omega-3 with Xtra Absorb[™] Technology: Highly concentrated and clinically studied, Omega-3 with Xtra Absorb Technology is designed to provide superior absorption of heart healthy omega-3 fatty acids.[†] The product's Xtra Absorb Technology creates micro-droplets that enhance the absorption of EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) omega-3s to provide almost four times better absorption than standard fish oil concentrate.[‡] Each 1,200 mg softgel provides recommended amount of key omega-3s, 500 mg EPA and DHA omega-3s.ⁱⁱ
- Nature Made[®] Immune Care Daily Support: Immune Care supercharges the body's natural immune defenses through the power of green tea.[†] Each tablet combines 360 mg of green tea extract with 200 mg L-Theanine to provide daily immune system support.[†]

- Nature Made® Dual Action Digestive Probiotic + Energy B12 Gummies: The gummies, which come in Raspberry and Cherry flavors, feature probiotics (Bacillus coagulans IS-2) with a CFU (colony forming units) of 4 billion to naturally help support digestive health, as well as 1,000 mcg of vitamin B12 to support cellular energy production.[†]
- Nature Made® Adult Gummies for Him Plus Omega-3s: Formulated with the male consumer in mind, these gummies combine 11 key nutrients for daily nutritional support, with 60 mg of heart-healthy EPA and DHA omega-3 fatty acids.[†] The product contains vitamin D to support bone, teeth, muscle and immune health, vitamin A and zinc to help support a healthy immune system, and vitamin B12 to support energy metabolism.[†]

“We strive to develop products that meet consumers’ needs, and the breadth of our new product line up this year is no exception to this commitment,” said Tim Toll, Chief Customer Officer at Pharmavite, makers of Nature Made. “As a leading brand in the vitamin and supplement industry, we take pride in developing quality products that help consumers meet their daily nutritional needs.”

All products began shipping on March 1, 2017 to major retailers across the United States. For more information, visit www.NatureMade.com.

About Nature Made

For 45 years, Nature Made has been a trusted leader in the wellness industry by providing high quality vitamin, mineral and herbal supplements. It was the first national supplement brand to have a product verified by United States Pharmacopeia (USP), and it is the national supplement brand with the most products carrying the USP markⁱⁱⁱ—verification that products meet stringent quality criteria for purity and potency. Nature Made is also the #1 recommended brand in the U.S. by Pharmacists in nine key vitamin and supplement segments.^{iv} For more information visit: www.NatureMade.com.

†These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

ⁱ Standard ethyl ester concentrate when taken on an empty stomach.

ⁱⁱ “Recommended amount” equates to a calculation based on approximately 3,500 mg of EPA & DHA omega-3 fatty acids found in two servings of fatty fish per week.

ⁱⁱⁱ Find those Nature Made USP verified products on NatureMade.com/USP

^{iv} Based on 2016 U.S. News & World Report - Pharmacy Times Survey.