

PRESS RELEASE

NATURE MADE[®] EXPANDS ADULT GUMMIES PRODUCT LINE

Three New Offerings Available Nationwide

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January 15, 2014 (Northridge, CA) – Nature Made[®], a leading national vitamin and supplement brand, announced today the expansion of its popular Adult Gummies product line. The line extension will include Nature Made Adult Gummies Multi + Omega-3, Nature Made Adult Gummies Energy[‡] B12, and Nature Made Adult Gummies Immune Complex with Zinc. The new offerings are being released at the start of the year when many consumers are looking to get back on track and refocus their wellness routines.

“At Nature Made, we believe it is important to help consumers meet their nutritional needs every day. As a leader in the vitamin and supplement industry, we take pride in offering high-quality products that effectively help fill nutrient shortfalls while also providing an enjoyable experience,” said Erin Gehan, vice president, marketing, Pharmavite. “The expansion of our Adult Gummies line gives consumers more flavorsome options to supplement their individual health and wellness needs.”

Nature Made Adult Gummies are a great way to take vitamins every day and are available in delicious, all-natural fruit flavors. The newest additions are:

- **Nature Made Adult Gummies Energy[‡] B₁₂** contain 1000 mcg of vitamin B-12 per serving to support cellular energy production by helping the body convert food into energy.[†] Vitamin B₁₂ is also essential for red blood cell formation, and helps to support nervous system health. Nature Made is #1 Pharmacist Recommended brand of Letter Vitamins.[†]
- **Nature Made Adult Gummies Multi + Omega-3** provide key nutrients needed for daily nutritional support plus omega-3 benefits from fish oil. Ensuring an adequate intake of key nutrients is important to supporting overall health.[†] Additionally, omega-3s, including EPA and DHA, help support a healthy heart.[†]

- **Nature Made Adult Gummies Immune Complex with Zinc** contain key nutrients to help support the immune system.† Zinc, which also helps protect the body against free radicals, is a key mineral that plays a role in many bodily functions by providing antioxidant support for the immune system.†

The Nature Made Adult Gummies line initially launched with seven offerings in the fall of 2012 and included Vitamin C, B Complex, Fish Oil, CoQ10, Calcium, Multi, and Vitamin D3. The latest additions will be available in early 2014 at major retailers nationwide.

To learn more about Adult Gummies and for more information on Nature Made vitamins and supplements, visit NatureMade.com or visit the Nature Made Facebook page at [Facebook.com/NatureMade](https://www.facebook.com/NatureMade).

About Nature Made

Nature Made® is the number one selling national vitamin and supplement brand in traditional retail scanning outlets (according to Nielsen Scan Track Scanning Data for U.S. xAOC channels, dollar sales for the 52 week period ending 12/21/13). Manufactured by Pharmavite, Nature Made was the first national vitamin brand to earn the United States Pharmacopeia's Verified Mark for many of its products. The dietary supplement industry is regulated by the U.S. Food and Drug Administration and the Federal Trade Commission. Nature Made is a Proud Partner of FamilyDoctor.org, an award-winning website featuring physician-reviewed information on more than 900 health and wellness topics provided in English and Spanish, including vitamins and supplements. Visit NatureMade.com for the latest news and offerings.

‡ Vitamin B-12 supports cellular energy production in the body.†

† Based on US News & World Report - Pharmacy Times Survey

†*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.*