

PRESS RELEASE

Jeff Boutelle Appointed Chief Executive Officer of Pharmavite

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July 24, 2017 (Northridge, CA) – Pharmavite LLC, a leading U.S. manufacturer of high-quality vitamins, minerals and dietary supplements, announced the appointment of Jeff Boutelle as their new Chief Executive Officer and board member, effective August 7. Noriko Tojo, Pharmavite’s current CEO will continue to serve as chair of Pharmavite’s board and CEO of Otsuka Medical Devices.

“Jeff’s business experience and leadership abilities are fully aligned with Pharmavite’s mission, vision and culture,” said Tojo. “He is an accomplished consumer products goods chief executive, with extensive global experience. His career spans numerous well-regarded companies, including Abbott, Nestle, Procter & Gamble and most recently Beech-Nut Nutrition where, as CEO, he led a reinvention of their baby food business.”

Boutelle has worked on notable brands such as Similac, Pediasure, Pedialyte, Stouffers, Pampers, and Beech-Nut. He believes that to win in the marketplace, deep consumer understanding and insight to reveal and meet consumer needs is imperative. Globally, his general management and brand responsibilities have encompassed 40+ countries across Europe, the Middle East and Africa.

Equally important to his business background, Boutelle is a progressive, people-focused leader who cares deeply about employees and their on-going growth and development. He has successfully led organizations through periods of change and transformation.

“I’m incredibly excited to join the Pharmavite team,” said Boutelle. “Pharmavite has that rare combination of leading products, talented people, and momentum in the market. Now more than ever, the dietary supplement industry is evolving at a rapid pace, and I look forward to the many opportunities ahead to continue to grow and lead this category as Pharmavite’s CEO.”

Boutelle holds a Bachelor of Science in Accounting and Management Information Systems from Bowling Green State University, and received a Master of Business Administration from Duke University.

About Pharmavite

For more than 45 years, Pharmavite LLC has been a leader in the wellness industry, earning the trust of healthcare professionals, consumers, and retailers by manufacturing high-quality vitamins, minerals and other dietary supplements under its Nature Made® brand. FoodState Inc., makers of Fresh from Farm to Tablet™ supplements sold under the MegaFood and Innate Response brands, operates as a wholly owned subsidiary of Pharmavite. Based in Northridge, California, Pharmavite LLC is a subsidiary of Otsuka Pharmaceutical Co., Ltd. For more information, please visit www.pharmavite.com.