

PRESS RELEASE

NATURE MADE RECOGNIZED AS #1 PHARMACIST RECOMMENDED BRAND BY U.S. NEWS & WORLD REPORT AND PHARMACY TIMES ANNUAL SURVEY

RELEASE DATE: 6/14/2016

June 14, 2016 (Northridge, CA) – Nature Made® is once again the leading choice of pharmacists in nine key vitamin and supplement segments, according to a broad survey and ranking of top recommended health products released today by U.S. News & World Report, in collaboration with Pharmacy Times. Nature Made is ranked as the #1 Pharmacist Recommended brand for Letter Vitamins (A, B, C, D, and E), CoQ10, Omega-3/Fish Oil, Flaxseed Oil, Herbal Supplements, Mood Health, Diabetic Multivitamins, Garlic Supplements, and Cholesterol Management—Natural.¹

For 45 years, Nature Made has been a trusted leader in the wellness industry, praised for providing high quality vitamin, mineral and herbal supplements, and striving to ensure superior quality for all the products the brand makes. Nature Made also adheres to strict manufacturing standards and was the first national supplement brand to have a product verified by the United States Pharmacopeia (USP)—verification that the product meets stringent quality criteria for purity and potency. Nature Made is the national supplement brand with the most products carrying the USP Verified Mark.²

For 20 years, Pharmacy Times has surveyed tens of thousands of pharmacists nationwide to determine the top pharmacist recommended over-the-counter products within several key health areas. In an effort to reach more consumers, U.S. News & World Report, in collaboration with Pharmacy Times, launched the Top Health Products, which lists the top recommended products in an easy-to-access and understand article in the Health section of the U.S. News & World Report magazine and website.

Full coverage of the survey can be found online on U.S. News & World Report at <http://health.usnews.com/health-news/health-products>, and in the OTC Guide, a supplement

to the June 2016 issue of Pharmacy Times, at www.otcguide.net.

About Nature Made

Nature Made[®] is the number one selling national vitamin and supplement brand in traditional retail scanning outlets.³ Distributed by Pharmavite, Nature Made was the first national vitamin brand to earn the United States Pharmacopeia's Verified Mark for many of its products.² The dietary supplement industry is regulated by the U.S. Food and Drug Administration and the Federal Trade Commission.

¹Based on 2016 U.S. News & World Report - Pharmacy Times Survey.

²Find those Nature Made USP verified products on NatureMade.com/USP.

³Calculation based on data reported by Nielsen through its Scantrack Service for the vitamin category for 52 week periods ending 2007–2015 for xAOC and FDM Markets.