

## PRESS RELEASE

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# NATURE MADE RECOGNIZED AS “#1 PHARMACIST RECOMMENDED” IN 8 CATEGORIES BY U.S. NEWS & WORLD REPORT AND PHARMACY TIMES

## Nature Made Ranked as the Leading Vitamin and Supplement Brand in 8 Product Segments

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June 18, 2014 (Northridge, CA) – Nature Made® is the leading choice of pharmacists in eight 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, Flax Seed Oil, Herbal Supplements, Diabetic Multivitamin, Garlic Supplements, and Cholesterol Management - Natural.

“We are honored to be recognized for the 16th consecutive year by Pharmacists as the #1 recommended vitamin and supplements brand in multiple categories. Pharmacists play a vital role in the advancement of consumer health care education and awareness and are undoubtedly a very important group of health care professionals,” said James Brooks, Ph.D., vice president, science, technology and quality, Pharmavite. “These rankings further support Nature Made’s commitment to producing high-quality products, backed by science that both pharmacists and consumers can trust.”

For more than 40 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 each of the more than 170 products the brand makes. Nature Made also adheres to strict manufacturing standards and was the first National vitamin brand to obtain the United States Pharmacopeia (USP) Verified Mark for many of its products — verification that products meet stringent quality criteria for purity and potency.

For 18 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 last year. Top Health Products concisely 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-products>, and in the *OTC Guide*, a supplement to the June 2014 issue of *Pharmacy Times*, at [www.otcguide.net](http://www.otcguide.net).

### **About Nature Made**

Nature Made<sup>®</sup> is the #1 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 5/11/13). Manufactured by Pharmavite, Nature Made was the first National vitamin and dietary supplement 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, as well as by government agencies in each of the 50 states. 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](http://NatureMade.com) for the latest news and offerings.

<sup>1</sup>Based on 2014 U.S. News & World Report - Pharmacy Times Survey