



# Introducing ProNutrients™, A New Line Of Dietary Supplements From The Makers Of Centrum

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The Makers of Centrum Launch New ProNutrients™ Omega-3, Probiotic, and Fruit & Veggie Supplements and New Centrum Specialist™, a Line of Enhanced Multivitamins for Personalized Needs

"Many people are considering adding or already have added supplements like Omega-3 or probiotics to their diet,"

(BUSINESS WIRE)--Pfizer Consumer Healthcare, makers of Centrum® multivitamins, announced today the launch of ProNutrients™, a line of supplements from the most trusted multivitamin brand helping to increase confidence in supplementing and make nutrition possible. ProNutrients is a new line of dietary supplements launched by the makers of Centrum multivitamins, and is formulated to naturally work with a multivitamin. The line includes Omega-3, Probiotic, and Fruit & Veggie—three supplements that support health and well-being. Each supplement is backed by the nutritional expertise of Centrum, identifying the right ingredients to take consumers' nutrition to the next level.

In addition to the ProNutrients launch, Centrum debuted Centrum Specialist™, a line of enhanced multivitamins that is aimed at specific health priorities adults want to target. Centrum Specialist multivitamins with specific benefits includes Prenatal, Vision, Energy and Heart.<sup>1</sup> With these new offerings, Centrum expands its commitment to providing a comprehensive portfolio to help people achieve health and wellness.

"Many people are considering adding or already have added supplements like Omega-3 or probiotics to their diet," said Tiffany McLaud, U.S. franchise lead, dietary supplements,

Pfizer Consumer Healthcare. “But we have heard from consumers that choosing the right multivitamin and supplement can be confusing. We have been in the multivitamin business for 30 years; people trust Centrum because it’s always been backed by science. Now with ProNutrients, Americans can feel confident about their supplement choices, and when taken with a multivitamin, either new Centrum Specialist multivitamins or Centrum multivitamin, will get key nutrients for health and wellness.”

Beginning today, anyone who visits the Centrum Facebook page ([Facebook.com/Centrum](https://www.facebook.com/Centrum)) can find out how to receive a coupon for any ProNutrients product as well as valuable supplement information.

Each of the three ProNutrients products has been developed to offer a specific set of health benefits:

#### New ProNutrients™ Omega-3

New ProNutrients Omega-3 provides two of the most scientifically studied Omega-3s (according to Eicosapentaenoic Acid/EPA and Docosahexaenoic Acid/DHA standards) in an ultra-concentrated MiniGel. Since the MiniGels are smaller than the sizes of most brands’ softgels, they are easy to swallow. They help support heart health, brain structure and eye structure.\* The retail value of the 50-unit package is \$12.99, and the 100-unit package is \$19.99.

#### New ProNutrients™ Fruit & Veggie

Each MiniTab of new ProNutrients Fruit & Veggie harnesses the power equal to a serving of a blend of fruits and vegetables.<sup>2</sup> It is 100 percent naturally sourced from grapes, blueberries, raspberries, plums, carrots and tomatoes. Each MiniTab helps support cell protection and general health.\* The retail value for the 50-unit package is \$11.99, and the 100-unit package is \$19.99.

#### New ProNutrients™ Probiotic

New ProNutrients Probiotic is a unique blended powder containing two of the most scientifically studied probiotics. The individually wrapped packets are designed to ensure the bacteria arrive active and ready to work in the digestive tract. ProNutrients Probiotic helps support immune health and digestive balance.\* The retail value for the 14-unit package is \$18.99, and the 28-unit package is \$29.99.

Each of the four Centrum Specialist multivitamin products has been developed to help support different health priorities:

## New Centrum Specialist™ Prenatal

Complete multivitamin with folic acid and a customized ratio of Docosahexaenoic/DHA and Eicosapentaenoic Acid/EPA to help optimize DHA levels of mother's breastmilk.

\*Centrum Specialist Prenatal helps support a healthy pregnancy.\* The retail value of the 28-day supply package is \$19.99.

## New Centrum Specialist™ Vision

First and only complete multivitamin with higher levels of lutein<sup>3</sup> and the addition of zeaxanthin to help maintain healthy vision, support vision sharpness and improve the eye's natural response to glare.<sup>4</sup> Centrum Specialist Vision helps support healthy vision.\* The retail value of the 60-unit package is \$19.99, and the 120-unit package is \$31.99.

## New Look - Centrum Specialist™ Energy, formally known as Centrum Performance

Complete multivitamin enhanced with Ginseng and higher<sup>5</sup> levels of B vitamins. Centrum Specialist Energy naturally helps your body produce energy.\* The retail value of the 60-unit package is \$11.99, and the 120-unit package is \$19.99.

## New Look - Centrum Specialist™ Heart, formally known as Centrum Cardio

Complete multivitamin with enhanced levels of B vitamins, including folic acid and antioxidants with other key nutrients. Centrum Specialist Heart helps maintain healthy blood pressure and circulation already within normal range. Centrum Specialist Heart helps support a healthy heart. \*The retail value of the 60-unit package is \$11.99, and the 120-unit package is \$19.99.

New ProNutrients dietary supplements and Centrum Specialist multivitamins are now at drug stores and grocery stores across the U.S., and can be found in the multivitamins aisle.

For more information, visit [Facebook.com/Centrum](https://www.facebook.com/Centrum).

## About ProNutrients:

New ProNutrients, from the makers of Centrum, is a new line of supplements building upon 30 years of Centrum science. This select line includes an Omega-3, a Probiotic, and a Fruit & Veggie that are designed to work naturally with multivitamins. ProNutrients has leveraged the expertise of Centrum to select supplements that support health and well-being. Backed by nutritional expertise from a leading multivitamin brand, ProNutrients is designed with Centrum standards for reputable science, purity of ingredients, and

manufacturing standards. New ProNutrients from the makers of Centrum. Helps Make Nutrition Possible.™ [www.ProNutrients.com](http://www.ProNutrients.com).

#### About Centrum Specialist:

Centrum Specialist multivitamins is a new enhanced line of complete multivitamins with key nutrients to address specific health priorities. The line includes Centrum Specialist Vision, Centrum Specialist Prenatal, Centrum Specialist Heart and Centrum Specialist Energy complete multivitamins. The Centrum Specialist line is backed by the nutritional expertise and science of Centrum. To learn more about all four Centrum Specialist products, please visit us at [www.centrum.com](http://www.centrum.com).

#### About Pfizer Inc.: Working together for a healthier world™

At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best-known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world's leading biopharmaceutical company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us at [www.pfizer.com](http://www.pfizer.com).

1 Only Centrum Specialist™ Vision and Centrum Specialist™ Prenatal are new offerings. Centrum Specialist™ Heart is formally known as Centrum Cardio. Centrum Specialist™ Energy is formally known as Centrum Performance.

2 Based on the average ORAC (oxygen radical absorbance capacity) values for the top 10 most commonly consumed fruits and vegetables in the U.S. ORAC measures the antioxidant capacity of fruits and vegetables. This product is not intended to replace your daily intake of fruit and vegetables.

3 Compared to Centrum® Adult formula

4 Emerging science is suggesting that key nutrients such as lutein and zeaxanthin help support healthy macular pigment which plays a role in the eyes ability to respond after

exposure to glare.

5 Compared to Centrum® Adult formula.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent disease.

This press release has an accompanying Smart Marketing Page providing further details about the organization, products and services introduced above. You can access the Smart Marketing Page via the following link: <http://www.businesswire.com/smp/pfizer-pro-nutrients>

## Multimedia Files:

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Specialist Prenatal Photo

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