



Despite Stresses of Today, Survey Finds Women and Men Set Health and Wellness Goals – But Sex Often Influences Success

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(BUSINESS WIRE)--How will you achieve the “healthy” part of your New Year's resolutions? Your approach probably depends on whether you’re a woman or a man.

According to a new national survey sponsored by Centrum® Ultra multivitamins, a line of scientifically-advanced, gender-and age-specific adult multivitamins, nearly all Americans (93 percent) surveyed have established at least one new health and wellness goal in the past year, but the survey shows that men and women may set different goals.

Seventy-eight percent of women surveyed said in the past year they set goals to eat better and 63 percent said they set goals to lose weight. Women are also more likely than men to take a multivitamin and focus on nutrition-monitoring activities when setting their goals. Men, on the other hand, are more likely than women to set goals to exercise more.

The majority of men and women surveyed felt that women are more successful at setting and achieving health and wellness goals. Many women felt a lack of time and energy prevents them from reaching their goals as they age. In addition, a majority of women felt that age had an impact on their ability to achieve their goals compared to when they were younger. Many men felt a roadblock to achieving their health and wellness goals was that their goals were more overwhelming in scope.

About the Survey

A total of 1,007 phone interviews were conducted among 507 men and 500 women 18 years of age and older, living in private households between June 25 – 28, 2009. The survey was conducted by Opinion Research Corporation on behalf of Pfizer Consumer Healthcare and has a margin of error of $\pm 3\%$.

About Centrum® Ultra

Centrum® Ultra is a line of daily adult multivitamins from the maker of Centrum, the number one selling brand of multivitamins.

About Centrum® Ultra Women's

Centrum® Ultra Women's is specially formulated with key nutrients to help meet a woman's nutritional needs. It contains calcium and Vitamin D to help build strong bones.* Emerging science suggests Vitamin D also helps support breast health.* It also has antioxidants that help support immune function, B-vitamins to help support energy and Biotin, Beta-Carotene, Vitamins A, C and E to help maintain healthy skin, hair and nails.*

About Centrum® Ultra Men's

Centrum® Ultra Men's is specially formulated with key nutrients to help meet a man's nutritional needs. It contains antioxidants such as Vitamins A,C,E, selenium and zinc to help support immune function, B-vitamins to help unlock energy and Vitamins B6, B12 and Folic Acid to support heart health.* Centrum Ultra Men's also contains nutrients including Vitamin D that help support colon health.*

About Centrum® Silver® Ultra Women's

Centrum® Silver® Ultra Women's is specially formulated with key nutrients to help meet the nutritional needs of women 50 and older. It contains calcium and Vitamin D to help support bone health.* Emerging science suggests Vitamin D also helps support breast health.* Centrum Silver Ultra Women's also contains Lutein** and Vitamins A, C and E to help support healthy eyesight.*

About Centrum® Silver® Ultra Men's

Centrum® Silver® Ultra Men's is specially formulated with key nutrients to help meet the nutritional needs of men 50 and older. It contains antioxidants such as Vitamins A,C,E, selenium and zinc to help support immune function, B-vitamins to help unlock energy, and Lutein** and Vitamins A, C and E to help support healthy eyesight.* It also contains nutrients including Vitamin D that help support colon health.*

Centrum® Ultra and Centrum® Silver® Ultra are available in tablet form at food, drug and mass merchandise stores across the country.

Like all dietary supplements, Centrum products should be taken only as directed. More information about the Centrum family of products can be found by accessing Centrum.com or by calling 1-877-CENTRUM.

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.

* 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.

** This product is not intended to provide daily intake of Lutein. Take with a diet rich in fruits and vegetables.

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