



Caltrate® Soft Chews Offer A New and Delicious Way to Help Americans Reach Their Recommended Daily Calcium and Vitamin D Intake

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National Guidelines Issued Today Champion the Benefits of Calcium and Recommend Daily Increase for Vitamin D

"The Institute of Medicine's new recommendations reinforce the need to incorporate calcium and vitamin D3 into daily routines for bone health."

MADISON, N.J.--(BUSINESS WIRE)--On the heels of the Institute of Medicine increasing the daily recommended intake of vitamin D to maintain bone health, Americans may be left wondering how to meet the new guidelines. Pfizer Consumer Healthcare, the makers of the #1 selling brand of calcium and vitamin D supplements, announces the launch of new Caltrate® Soft Chews, a great-tasting and convenient way to help reach the new, higher daily vitamin D goals.*

Specifically the new guidelines issued by the Institute of Medicine:

- Increased the daily vitamin D intake recommendation for adults up to 70 years of age from 200-400 IUs to 600 IUs
- Increased the daily vitamin D intake recommendation for adults 71 years and older from 600 IUs to up to 800 IUs

-- Increased the daily upper intake level of vitamin D considered safe from 2,000 IUs to 4,000 IUs for adults

"Vitamin D is essential for calcium absorption and critical to overall health, but it is found in very few foods. To help fill the nutritional gaps and optimize calcium absorption, taking a supplement with vitamin D is recommended along with including vitamin D-fortified foods in your diet," says Michael F. Holick, Ph.D., MD, Professor of Medicine at Boston University Medical Center. "The Institute of Medicine's new recommendations reinforce the need to incorporate calcium and vitamin D3 into daily routines for bone health."

Caltrate® Soft Chews are available in Chocolate Truffle and Vanilla Creme flavors and can be taken with or without food, offering a portable, nutritious and delicious solution to help get the daily calcium and vitamin D3 needed to stay healthy, active and moving.* New Caltrate® Soft Chews have 20 percent more essential calcium than Viactiv®, and with 15 calories per chew, Caltrate® Soft Chews can fit into most nutrition plans.

"Getting recommended amounts of calcium and vitamin D each day from food alone can be a struggle. In fact, one in four women is at risk for osteoporosis," says Tiffany McLaud, Franchise Lead, Dietary Supplements. "We are excited to offer Soft Chews as part of the Caltrate® family. It's a delicious, new and a convenient way to help get the daily calcium and vitamin D needed to keep moving."

Supplements can be added to a healthy diet to help achieve daily recommended amounts, and stay within the safe upper intake levels. Two daily Caltrate® Soft Chews provide 1200 mg of calcium, roughly the same amount found in 17 servings of broccoli, and 800 IU of vitamin D3, roughly the same amount found in more than 6 servings of vitamin-D-fortified, 2 percent milk or roughly the same amount of 134 half-cup servings of vanilla ice cream.

Caltrate® Soft Chews are now available at food, drug and mass merchandise stores across the country. For more information, please visit www.caltrate.com.

About Caltrate®

Caltrate®, the #1 selling brand of calcium and vitamin D supplements in the world, includes Caltrate® 600+D, Caltrate® 600+D PLUS Minerals and new Caltrate® Soft Chews to help provide recommended amounts of calcium and vitamin D3 women need to keep moving. 80 percent of women do not get enough calcium from their food and when they don't their bodies steal it from their bones – Caltrate® helps replenish the calcium

women need every day. And now new Soft Chews makes it more enjoyable to get their calcium and vitamin D in two delicious flavors, Chocolate Truffle and Vanilla Creme.

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