



INNOVATIVE SCIENCE

## LEADING CONSUMER HEALTHCARE PRODUCTS

### Familiar Around the World

Pfizer Consumer Healthcare's products include OTC medicines, supplements and other treatments that are top sellers in their categories and household names for consumers around the world.



## KEY MEDICINES



## Advil

A trusted and effective OTC pain reliever for more than 25 years for millions of consumers, Advil is one of Pfizer's billion-dollar brands and the No. 1 selling branded OTC analgesic in the world. In 45 countries, Advil helps consumers treat headaches, backaches, muscle aches, minor arthritis and other joint pain, and the aches and pains of the common cold. In 2012, Children's Advil enhanced its position in the U.S. and Canada, becoming the No. 1 selling OTC pediatric brand in those markets. In Australia, we launched the Advil Children's Pain & Fever line. In a number of Latin American markets, we extended the brand into the cold/flu segment. This year also brought substantial success for Advil Migraine, which has gained additional distribution at key retailers.

Learn more  
at [advil.com](http://advil.com)



## Caltrate

Caltrate is the No. 1 selling brand of calcium supplements in the U.S. and China. Globally, Caltrate is sold in 57 countries. In the U.S., we launched a new Caltrate formula in 2012 with double the amount of vitamin D3, which helps aid in the absorption of calcium—a higher amount of vitamin D3 than any other leading brand. Because bone is composed of two-thirds calcium and one-third collagen, healthy bones require both calcium and collagen for resiliency—a fact Caltrate has highlighted. The Caltrate 600+D Plus Minerals formulation, which contains calcium and vitamin D, plus extra minerals, helps to stimulate collagen production and delivers bone health. Caltrate is available in four different formulas and different forms to suit individual consumer needs.

Learn more  
at [caltrate.com](http://caltrate.com)



## Centrum

Centrum is the No. 1 selling brand of multivitamins in the world, sold in 86 countries, and the No. 1 doctor-recommended multivitamin brand in the U.S. Centrum provides a range of scientifically advanced multivitamins for adults and children that help fill dietary gaps and support important life benefits. In addition to Centrum and Centrum Silver, there are the following Centrum Specialist products in the U.S.: Energy, Heart, Vision and Prenatal. In 2012, we launched Centrum Gender—multivitamins specially designed to support men’s and women’s unique health needs—in Europe, Centrum Cardio/Centrum Control in Brazil and Taiwan, and Centrum Flavor Burst, a chewable adult multivitamin, in the U.S. Additionally, our Centrum Silver multivitamin was used in the Physicians’ Health Study II, a landmark 12-year study that evaluated the long-term benefits of taking multivitamins for men age 50 and older. The quality of Centrum multivitamins, among other factors, led the study investigators to use Centrum Silver as the multivitamin for the duration of the study.

Learn more at [centrum.com](http://centrum.com)



## ChapStick

The leading lip care brand in the U.S., ChapStick is sold in 25 countries globally. Some of consumers' favorite ChapStick products include Moisturizer, Classic Cherry and Classic Original. With a history of more than 125 years, the brand continues to evolve, incorporating new technologies to meet consumer demands for a product that replenishes, rehydrates and protects lips while providing great taste.

Learn more  
at [chapstick.com](http://chapstick.com)



## Emergen-C

A leading health and wellness lifestyle brand, Emergen-C features vitamin C in vitamin drink mixes and now a liquid concentrated shot. Through its 30 years on the market in the U.S., Emergen-C has built a loyal customer base. It is sold in more than 15 flavors, including top sellers Super Orange and Raspberry. Specialty formulas include Emergen-C Immune+ System Support, Joint Health, Heart Health, Vitamin D & Calcium and Emergen-C Multi-Vitamins.

Learn more  
at [emergenc.com](http://emergenc.com)



## Robitussin

The leading doctor-recommended OTC cough medicine brand in the U.S., Robitussin has been providing effective relief from cough and cold symptoms for more than 50 years. In 2012, the brand partnered with WebMD, the No. 1 online source in the U.S. for health information, to educate consumers about treating their coughs. Worldwide, Robitussin is the No. 3 branded cough remedy and is available in 41 countries. In addition to an extensive lineup of liquid cough and cold products, Robitussin Day & Night Cold + Flu products are also available in liquid-filled capsules. These products provide multisymptom relief of cough, nasal congestion, headache and sore throat in a convenient liquid-filled capsule form.

Learn more at [robitussin.com](http://robitussin.com)



### ThermaCare

Available in 12 countries, ThermaCare Heatwraps deliver heat that penetrates deep, warming the muscle right where it hurts—to relax, soothe and unlock tight muscles. In 2012, tapping into new channels available by virtue of the Ferrosan acquisition, ThermaCare products were launched in Denmark and Finland. ThermaCare HeatWraps have transformed the field of heat therapy by making it portable, safe and long-lasting. ThermaCare HeatWraps keep on working even after a person takes them off—totaling up to 16 hours of back pain relief.

Learn more  
at [thermacare.com](http://thermacare.com)