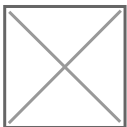


New Centrum® VitaMints® Offer a Refreshingly New Way to Take a Multivitamin

Tuesday, September 22, 2015 - 06:00am

America's Most-Preferred Multivitamin Brand Now Available in Cool Mint Flavor for Consumers to Enjoy Like a Mint



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The refreshing flavor of mint is a pleasurable enhancement to toothpastes, chewing gums, culinary fare – and now, America's most-preferred multivitamin brand.

Pfizer Consumer Healthcare has announced the launch of Centrum®VitaMints®, a great-tasting and easy-to-take multivitamin that offers consumers the essential nutrients they can enjoy like a mint, from Centrum®, a brand they know and trust.

“Americans want to live well – they want to eat right and exercise often – however they are often short on the time needed to support an active, healthy lifestyle,” said Bahar Takhtehchian, lifestyle and wellness expert. “By offering a multivitamin in a flavor many consumers love, Centrum® VitaMints® give consumers an on-the-go option they enjoy like a mint that helps support energy, immunity and metabolism.”

Centrum® VitaMints® is a refreshing and complete multivitamin that provides a more enjoyable experience for consumers to get essential nutrients, and joins other Centrum products to form one of the most comprehensive lines of multivitamins on the market.

“Pfizer Consumer Healthcare is committed to bringing a range of exciting new Centrum multivitamin formulas to market that seamlessly fit into Americans' everyday lives, including Centrum® VitaMints®, a surprisingly

and refreshing mint tasting multivitamin that breaks through in a category traditionally known for tablets and gummies,” said Robert Uccardi, Director for Centrum, Pfizer Consumer Healthcare.

Centrum® VitaMints® in Cool Mint flavor is intended for adults, and includes such key nutrients as Vitamins A, C, D and E, amongst others. Serving size is two minty chewables daily which can be taken with or without food or water. When it comes to any consumer health product, consumers should always read and follow the directions on the product label, including the recommended daily servings.

Available at major retailers nationwide and online, Centrum® VitaMints® is sold in 60- and 120-count bottles. Visit www.CentrumVitaMints.com for more information.

It is important to note, dietary supplements are not intended to diagnose, treat, cure or prevent any disease but rather help consumers fill daily dietary gaps.

About Centrum®

With over 35 years of nutritional science expertise, Centrum® multivitamins remain the multivitamin chosen for multiple landmark studies on long-term health benefits and continue to be the most-clinically studied, most-preferred and most-doctor and pharmacist recommended multivitamin brand in America. Centrum® is a complete multivitamin that delivers a combination of essential vitamins and minerals that help support overall health and well-being. Centrum® multivitamins support multiple health benefits such as energy, immunity, heart health, bone health, eye and skin health. To see what nutrients are inside Centrum®, and learn more about our product formulations, please visit www.Centrum.com.

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At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of health care products. Our global portfolio includes medicines and vaccines as well as many of the world's best-known consumer health care 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 one of the world's premier innovative biopharmaceutical companies, we 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, please visit us at www.pfizer.com.

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

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