Pfizer Logo

Summertime Shines a Light on the Need for Vitamin D

Monday, August 06, 2012 - 04:00am

Caltrate® Doubles its Vitamin D3 to Help Women Meet Their Increasing Need for This Essential Source of Bone and Muscle Health

(BUSINESS WIRE)--This August, up to 51 percent of Americans will take a summer vacation, but many women will take steps to shield themselves from the sun's harmful ultraviolet (UV) rays. Direct exposure to sunlight is the primary source of vitamin D, an essential nutrient that maximizes the body's absorption of calcium and helps support healthy bones, joints and muscles.* However, as the body ages, it becomes less efficient at producing vitamin D from the sun. Leading experts believe up to 77 percent of Americans have insufficient levels of vitamin D, thus increasing their risk for falls and fractures.

Common sun care practices such as using sunscreen and wearing hats are key to protecting the skin, but also block the body from absorbing the sunlight necessary to produce vitamin D. The American Academy of Dermatology recommends rather than increasing sun exposure, people obtain vitamin D through adequate diet or supplements.

A supplement, like Caltrate®, can help provide the daily nutritional requirements for vitamin D and calcium, if not already achieved through sun exposure and diet alone. Caltrate® now with double the amount of vitamin D_3, has more D than any other calcium supplement to help maximize calcium absorption. This helps women keep their bones strong, bodies healthy and moving throughout life.*

Caltrate® is purchased by more Americans than any other calcium supplement. Caltrate® helps women meet their recommended daily calcium and vitamin D requirements and, in conjunction with a healthy diet and exercise, supports healthy bones, joints and muscles.*

Always speak with a health care provider if you have concerns or questions regarding your personal health and to ask if supplements are right for you.

Media should contact Nicole Kaldes at Marina Maher Communications,
(212) 485-6925 / NKaldes@mahercomm.com for photos, video and additional information.

*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.

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://smp.newshq.businesswire.com/pages/caltrate-introduces-enhanced-supplement-help-maximize-calcium-absorption

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50345262&lang=en

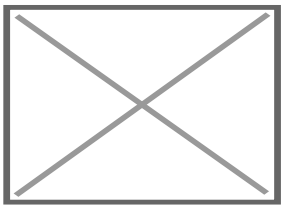
Multimedia Files:

Download All Files
Preview image

Download:
Download Thumbnail (5.2 KB)
Download Preview (9.59 KB)
Download Small (52.64 KB)
Download Full Size (88.58 KB)

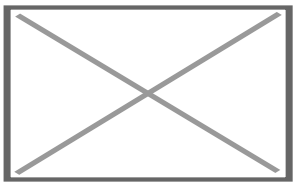
Preview image

Download:
Download Thumbnail (2.18 KB)
Download Preview (2.38 KB)
Download Small (12.62 KB)
Download Full Size (80.21 KB)


Caltrate Infographic
Download:
Download Thumbnail (5.45 KB)
Download Preview (15.34 KB)
Download PDF (116.93 KB)

Preview image
Vitamin D Fact Sheet
Download:
Download Thumbnail (23.36 KB)
Download Preview (30.74 KB)
Download Small (86.23 KB)
Download Full Size (246.54 KB)

Preview image
Caltrate Double D Product Lineup
Download:
Download Thumbnail (33.72 KB)
Download Preview (42.95 KB)
Download Small (97.57 KB)



Caltrate Fact Sheet
Download:
Download PDF (388.03 KB)

Preview image

Download:
Download Thumbnail (5.77 KB)
Download Preview (7.78 KB)
Download Small (20.81 KB)
Download Full Size (80.75 KB)

Pfizer Jenifer Antonacci 484-865-5218 or Marina Maher Communications Nicole Kaldes 212-485-6925
NKaldes@mahercomm.com