



“I bounce back.”

“Advil relieves pain. That’s what it’s about. Pain is a holistic thing, it involves the mind, body and spirit. To relieve pain in other capacities — like helping communities devastated by a tornado or a flood — is such a great service. Advil is supporting organizations, including Team Rubicon, that are actively bringing relief to people who have been affected by disasters. It’s a really forward thinking approach.”

Elizabeth O’Herrin

Iraq War Veteran and Volunteer, Team Rubicon

Team Rubicon—Veterans Volunteering for Disaster Relief

Team Rubicon is a non-profit organization whose mission is to provide disaster relief in ways that “conventional” organizations cannot — by focusing on the unique strengths that veterans can bring to the equation. These strengths, including emergency medicine, risk assessment and mitigation, teamwork and decisive leadership, are invaluable in disaster zones — from an earthquake-shaken Haiti to a treacherously flooded Vermont.

Advil® Relief in Action Campaign

The recently launched Advil® Relief in Action campaign honors volunteers who don’t let pain get in the way of providing relief to people in need, and supports the efforts of organizations such as Team Rubicon, Habitat for Humanity® and Wounded Warrior Project®. During 2013, consumers who purchased Advil were given the opportunity to support these organizations and the everyday heroes among us by making a financial donation through their purchase of participating Advil bottles. We have encouraged people to upload photos of themselves giving back onto Twitter and Instagram by using #ReliefinAction. An inspiring collage of photos celebrating these tireless heroes can be found on advil.com/reliefinaction.



Delivering Science-Based Self-Care Solutions

Pfizer Consumer Healthcare helps consumers around the world take control of their health and well-being with science-based, differentiated self-care solutions. We are ranked fifth globally among multinational, branded consumer health care companies, and second in our largest markets – the U.S., Canada and China. Our products include over the counter (OTC) medicines, supplements and other treatments that are household names and top sellers in their categories. We are the only company with two of the top 10 global OTC brands – Advil® and Centrum®.

Recognized as a Leader

- A survey of pharmacists across the United States conducted by U.S. *News & World Report* and *Pharmacy Times* shows Advil®, Centrum® and Robitussin® as the number one pharmacist-recommended product in their respective categories.
- CVS/pharmacy presented Pfizer Consumer Healthcare with its Health Partner of the Year Award, the first time we have garnered the honor. The award is based on consistently delivering thought leadership, strategic collaborations and results that outpace market and category growth.

Leading Consumer Healthcare Products



Advil®

The No. 1 selling branded OTC analgesic in the world, and trusted by millions of consumers for three decades, Advil® is one of Pfizer's billion-dollar brands. 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. 2013 saw the launch of fast-acting Advil Film Coated tablets, the latest innovation in pain relief. This first-to-market formulation in the U.S. marks the debut of Advil Ion Core® technology. This new, fast-dissolving technology, along with a unique, specially formulated ultra-thin coating, is built for speed, going to work in minutes and stopping pain quickly before it worsens. In addition, Children's Advil is the No. 1 selling OTC pediatric brand in Canada.

Learn more at advil.com



Caltrate®

Caltrate® is the No. 1 selling brand of calcium supplements globally, and is sold in 57 countries. In the U.S., our formula offers a higher amount of vitamin D3 – which aids in the absorption of calcium – than any other brand. Because bone is composed of two-thirds calcium and one-third collagen, healthy bones require both calcium and collagen for resiliency. Caltrate 600+D Plus Minerals contains calcium and vitamin D3, plus extra minerals, to help stimulate collagen production and deliver bone health. Caltrate is available in four formulas and in a variety of forms to suit individual consumer needs.

Learn more at caltrate.com

CONSUMER HEALTHCARE



Centrum®

Centrum® is the most doctor and pharmacist recommended brand in the U.S., and the most-preferred and most clinically-studied multivitamin brand in the world. Sold in 86 countries, Centrum provides a range of scientifically advanced multivitamins for adults and children that help fill dietary gaps and support important life benefits. Our latest release is Centrum Gender – multivitamins specially designed to support men’s and women’s unique health needs. Centrum Gender has been launched in 11 countries, including Australia, Brazil, Singapore and across Europe, and will reach 35 countries by 2016. Additionally, our Centrum Silver multivitamin was used in the Physicians’ Health Study II, a landmark 12-year study that has established the long-term benefits of taking multivitamins for men age 50 and older. The quality of Centrum® multivitamins, among other factors, led the investigators to select Centrum Silver for the duration of the study. Current Centrum Silver multivitamins have been improved and updated since the study began to reflect advances in nutritional science.

Learn more at centrum.com



ChapStick®

ChapStick® is sold in 25 countries globally, and is America’s favorite lip balm. 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. ChapStick Hydration Lock, the brand’s latest innovation, provides eight hours of moisturization and contains ingredients, including the antioxidant CoQ10 and hyaluronic filling spheres, to support soft, supple lips and give them a fuller appearance. Alex Morgan, gold medalist, a member of the U.S. Women’s National Soccer Team and a long-time ChapStick loyalist, has become the brand’s first spokesperson in more than a decade.

Learn more at chapstick.com

CONSUMER HEALTHCARE



Emergen-C®

Emergen-C® features vitamin C in vitamin drink mixes, and in its more than 30 years on the market has built a loyal customer base. The brand 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 and Vitamin D & Calcium. Emergen-C has shown strong performance as a Pfizer brand.

Learn more at emergenc.com



Robitussin®

Robitussin® has been providing effective relief from cough and cold symptoms for more than 50 years. The brand partnered with WebMD, the No. 1 online source in the United States for health information, to educate consumers about treating their coughs. Worldwide, Robitussin is a top five 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

CONSUMER HEALTHCARE



ThermoCare®

Available in more than 20 countries, ThermoCare® Heatwraps deliver heat that penetrates deep, warming the muscle right where it hurts – to relax, soothe and unlock tight muscles. ThermoCare HeatWraps have transformed the field of heat therapy by making it portable and long-lasting. ThermoCare HeatWraps keep on working even after a person takes them off – totaling up to 16 hours of relief.

Learn more at thermacare.com