



“I’m working on new multivitamin formulations and forms that are changing the way consumers think about and take dietary supplements.”

JUTTA HAARER
DIRECTOR, PRODUCT DESIGN WELLNESS, PFIZER CONSUMER HEALTHCARE

CONSUMER HEALTHCARE SOLUTIONS

At Pfizer Consumer Healthcare, we have a passion to improve the lives of people around the world by empowering them to take health and wellness into their own hands. Our over-the-counter medicines, dietary supplements and personal care products are trusted brands for consumers around the world.

8

PFIZER CONSUMER HEALTHCARE BRANDS WERE VOTED NUMBER ONE IN THEIR RESPECTIVE CATEGORIES, INCLUDING ADVIL, CENTRUM, ROBITUSSIN AND EMERGEN-C.

Source: 2014 edition of yearly survey of pharmacists across the U.S. conducted by *U.S. News & World Report* and *Pharmacy Times*.



PUTTING HEALTH AND WELLNESS SOLUTIONS INTO EVERYONE'S HANDS

ADVIL®

The No. 1 selling branded over-the-counter analgesic in the world and trusted by consumers for three decades. More than 80 million people in more than 40 countries use Advil® to treat headaches, backaches, muscle aches, minor arthritis pain, menstrual pain, fever and the aches and pains of the common cold.

Learn more at advil.com



CALTRATE®

Caltrate® is the No. 1 selling brand of calcium supplements in the U.S. and China and is sold in 57 countries. In the U.S., no other leading brand offers a higher amount of vitamin D3 per tablet — which aids in the absorption of calcium. Caltrate 3-in-1 provides UC-II, a form of collagen, plus calcium, other minerals and vitamins D and C to support collagen production. Caltrate is available in four formulas and in a variety of forms to suit an individual's needs.

Learn more at caltrate.com



CENTRUM®

Centrum® is the most doctor- and pharmacist-recommended multivitamin brand in the U.S., and the most preferred and most clinically-studied multivitamin brand in the world. Available in 86 countries, Centrum provides men, women and children a range of scientifically advanced multivitamins to help fill dietary gaps. Our latest innovation is Centrum VitaMints® — a multivitamin you enjoy like a mint for the on-the-go consumer.

Learn more at centrum.com



CHAPSTICK®

The leading lip care brand in the U.S., ChapStick® is sold in 25 countries. 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 exciting flavors. We continue to refresh ChapStick through co-creation with our consumers — using their insights to take the product in new directions, such as ChapStick Total Hydration, a new line positioned in the beauty space.

Learn more at chapstick.com



EMERGEN-C®

A leading health and wellness lifestyle brand, Emergen-C® is a vitamin supplement sold in more than 15 flavors, including its Original Formula, which is a drink mix that has 1,000 mg of vitamin C and other immune-supporting antioxidants such as zinc and manganese, seven B vitamins to enhance energy naturally, and electrolytes to replenish post-workout. Emergen-Zzzz® is a new product that includes melatonin to help you fall asleep naturally. In its more than 30 years on the market, Emergen-C has built a loyal customer base and has shown strong performance as a Pfizer brand.

Learn more at emergenc.com



NEXIUM® 24HR

Nexium® 24HR launched in the U.S. in mid-2014 and in a little over one year rose to become the leader in the U.S. over-the-counter heartburn relief category — an unprecedented achievement for a fourth-to-market product. Products for gastrointestinal conditions are the fourth largest global OTC category. We continue to launch Nexium OTC in countries around the world.

Learn more at nexium24hr.com

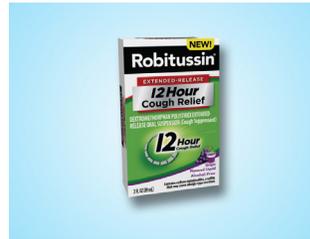
Nexium® is a registered trademark of AstraZeneca AB.



ROBITUSSIN®

Robitussin® has been providing effective relief from cough and cold symptoms for more than 50 years. It is available in 41 countries and offers an extensive lineup of cough, cold, congestion and flu products for adults and children that can be taken during the day or at night.

Learn more at robitussin.com



THERMACARE®

Available in more than 20 countries, ThermoCare® Heatwraps deliver deep-penetrating heat that warms the muscles right where they hurt — to relax, soothe and unlock tight muscles. Portable and long-lasting, ThermoCare HeatWraps have transformed the field of heat therapy.

Learn more at thermacare.com

