SAFELY MADE. PURELY MADE. NATURE MADE.™

2011 Product Innovation Highlights

Nature Made® provides top quality vitamins, supplements, minerals and herbs that meet the highest standards of purity and potency for consumers' individual nutritional needs. Always at the forefront of innovation, Nature Made invests millions of dollars in state-of-the-art production processes and scientific research to bring safe and effective products to the marketplace.

Following, find a sampling of the newest Nature Made offerings available nationwide in spring 2011.

Nature Made Triple Probiotic
Provides essential vitamins and minerals that naturally help support immune system wellness.

- Smart Release, tri-layer caplet is designed to maximize product efficiency to ensure live delivery of probiotics.
- Delivers a clinically-studied blend of three probiotic strains:
  - Lactobacillus gasseri PA 16/8
  - Bifidobacterium longum SP 07/3
  - Bifidobacterium bifidum MF 20/5
- Available in March 2011.

Nature Made Skin Beauty & Wellness Pack
Developed by a nutritionist to deliver essential vitamins and minerals your body requires daily, plus powerful skin-beautifying antioxidants and nutrients that specifically target your skin's nutritional needs.

- Proven ingredients that support skin health:
  - **Vitamin C**: Supports collagen synthesis for skin elasticity.†
  - **Green Tea**: Provides antioxidants to fight free radicals that damage cells, which causes the look of aging.†
  - **Alpha Lipoic Acid**: Regenerates antioxidants which keeps them working in the body longer.†
  - **Biotin**: Supports healthy hair, skin and nails.†*
  - **Lycopene**: Protects the skin from free radical damage which may contribute to premature aging.†
  - **Complete Multivitamin**: Provides daily nutrients for skin health and nourishment, and overall good health and well being.†
- Available in March 2011.

† 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.
*For those Biotin deficient.

Nature Made Ultra Omega-3 Mini Fish Oil
Using a highly concentrated fish oil to provide softgels that are ½ the size of a regular fish oil supplement but contains the same amount of Omega-3 as a regular 1200mg fish oil supplement.

- Fish oil rich in Omega-3 fatty acid has been clinically proven to support heart health[1] and may reduce coronary heart disease risk.†
- Omega-3 fatty acids also help maintain triglyceride levels.†
- Available in March 2011.

Nature Made Açaí + SuperFruit Super Antioxidant
A combination of extracts from the top super fruits proven to contain superior antioxidant power to promote heart health, ant-aging, overall vitality and wellness.

- Includes proprietary blend of 640mg of super fruit with Açaí, Elderberry, Pomegranate, Noni, Bilberry, Grape Seed, Lycium, Cranberry and Mangosteen and 600mg of Green Tea with 300mg EGCG and 60mg Vitamin C (per serving).
- Açaí and other super fruits contain polyphenols, one of nature's most powerful antioxidants tha help prevent free radical cell damage.†
- The addition of Green Tea with EGCG offers additional antioxidant and heart health benefits.
- Available in March 2011.

Nature Made Vitamin D3 5000IU
D3 is the body's most naturally-occurring form of Vitamin D.†

- Vitamin D supports teeth, bone, and immune health, and also blood pressure regulation.†
- As many as 70 percent of Americans are deficient in Vitamin D3.[2]
- CDC's NHANES population study concluded 5000 IU per day is required to assure 95 percent of the population has adequate Vitamin D levels.[3]
- Available in January 2011.

For more information on Nature Made brand vitamins, supplements, minerals and herbs visit NatureMade.com. For samples and product inquiries, contact Lyn Famiglietti at Lyn.Famiglietti@porternovelli.com.

[1] Food and Drug Administration, 8/04 News Release, fda.gov
[2] *Nat'l Ctr for Health Stats; Archives of Pediatric & Adolescent Medicine*
[3] *Nat'l Health and Nutr Exam Survey, American Journal of Clinical Nutrition 2008*
† 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.