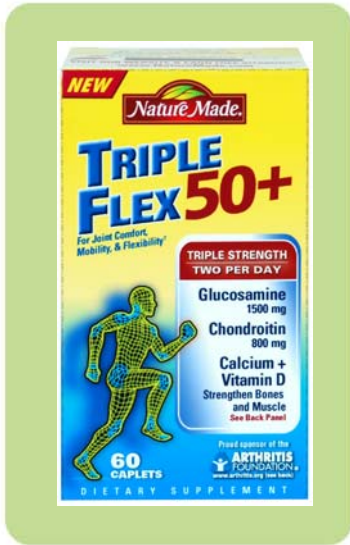




TripleFlex 50+ FACT SHEET



Category/Consumer Trends:

- Total Glucosamine/Chondroitin segment is over \$715MM.¹
- Nature Made TripleFlex is the third largest brand in the segment.
- Consumers over the age of 50 comprise 54% of the total Glucosamine/Chondroitin category.¹

Product Offering:

- The first formula in the segment designed for natural joint comfort, mobility, and flexibility for people 50+.

Science Based:

- Clinical studies have shown that glucosamine maintains joint cartilage and chondroitin lubricates and cushions joints[†].
- TripleFlex 50+ also contains calcium and vitamin D which has been shown to build bone and strengthen muscle[†].

Category Benefit:

- TripleFlex 50+ will capture the key consumer base of consumers 50 + especially older singles who drive substantial volume within the category².

Consumer Benefit and Dosage:

- People 50+ can get fast-acting relief from joint stiffness and discomfort in a special formula designed for them[†].
- The suggested dosage is two caplets daily. Caplets can be taken either before or with a meal.

Where to Buy:

- TripleFlex 50+ is sold at food, drug and mass stores nationwide.

FDA Regulated:

- TripleFlex 50+ is regulated by the U.S. Food & Drug Administration and various state regulatory agencies as a dietary supplement. This includes special requirements for the product's manufacturing and labeling.

¹ AC Nielsen FDMC, 52 Weeks Ending 6/30/07, 52 Weeks Ending 9/08/07

² AC Nielsen Homescan Demographic Analysis, 52 Wks Ending 03/24/07

[†]These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

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