



## Pharmavite Partners with IRI to Expand Consumer Insights Capabilities

**CHICAGO and LOS ANGELES — March 4, 2020** — Pharmavite, a leader in the health and wellness industry, has named IRI® as its preferred market and consumer insights partner. Pharmavite, the makers of Nature Made® vitamins, joins the growing list of companies utilizing IRI's advanced analytics and modeling solutions to drive brand growth.

Nature Made is a leader in the vitamin, mineral and supplement (VMS) category, and has earned the trust of consumers by offering the highest-quality products for more than 45 years. As the supplemental nutrition space continues to evolve, leading companies like Pharmavite are leveraging data and analytics to gain market knowledge and insights for a competitive edge. Through this new relationship, IRI will further Pharmavite's capabilities and help it uncover new opportunities by analyzing and determining the best go-to-market strategies, using IRI's groundbreaking artificial intelligence and machine learning technologies.

“As a pioneer in the VMS space, Pharmavite has long understood the need to listen to our consumers and have a deep understanding of the ever-changing landscape,” said Rhonda Hoffman, chief marketing officer for Pharmavite. “Partnering with IRI enables us to take that consumer focus to the next level. Our goal is to leverage IRI's platform to better inform strategic decisions across the organization and to help us meet consumers' every need, while telling our story in a way that resonates with our target audiences.”

“We're delighted to work with Pharmavite, and we look forward to helping them deliver the most compelling products and marketing to increase their sales and share of wallet,” said Bob Sanders, executive vice president of the Health Care and Home Practice for IRI. “The latest IRI research shows self-care is pervasive, and is already a \$450 billion market, so we know the opportunity to help Pharmavite provide consumers with quality products that can improve their lives is substantial.”

### About Pharmavite LLC

Pharmavite is a leader in the health and wellness industry, earning the trust of healthcare professionals, consumers, and retailers by manufacturing high-quality nutrition products and solutions under its Nature Made®, EQUELLE®, MegaFood and Innate Response brands. Pharmavite is dedicated to helping people live healthier, more vital lives by producing the highest-quality products and providing trust and transparency. Based in California, Pharmavite LLC is a subsidiary of Otsuka Pharmaceutical Co., Ltd. Visit [www.pharmavite.com](http://www.pharmavite.com) for more information.



### About Nature Made

Nature Made® is the number one vitamin and supplement brand in traditional retail scanning outlets.\* Manufactured by Pharmavite, Nature Made was the first line of dietary supplements to earn the United States Pharmacopeia's (USP) Verified Dietary Supplement mark – independent verification that products meet stringent quality criteria for purity and potency. Visit [NatureMade.com](http://NatureMade.com) for the latest news and offerings.

### About the IRI Partner Ecosystem

IRI fundamentally believes that delivering differentiated growth for clients requires deep, highly integrated partnering with a variety of best-of-breed companies. As such, IRI works closely with a broad range of industry leaders across multiple industries and sectors to create innovative joint solutions, services and access to capabilities, to help its clients more effectively collaborate and compete in their various markets and exceed their growth objectives. IRI is committed to its partnership philosophy and continues to actively enhance its open ecosystem of partners through alliances, joint ventures, acquisitions and affiliations. The IRI Partner Ecosystem includes such leading companies as **84.51°, Adobe, The Boston Consulting Group, Comscore, Data Plus Math, Dynata, Edge by Ascential, Edison, Experian, GfK, Gigwalk, Google, Ipsos, Mastercard Advisors, MaxPoint, Ogury, Omnicom, One Click Retail, Oracle, Pinterest, SPINS, Univision, Valassis, Viant** and others.

### About IRI

IRI is a leading provider of big data, predictive analytics and forward-looking insights that help CPG, OTC health care organizations, retailers, financial services and media companies grow their businesses. A confluence of major external events — a change in consumer buying habits, big data coming into its own, advanced analytics and personalized consumer activation — is leading to a seismic shift in drivers of success in all industries. With the largest repository of purchase, media, social, causal and loyalty data, all integrated on an on-demand, cloud-based technology platform, IRI is empowering the personalization revolution, helping to guide its more than 5,000 clients around the world in their quests to remain relentlessly relevant, capture market share, connect with consumers, collaborate with key constituents and deliver market-leading growth. For more information, visit [www.iriworldwide.com](http://www.iriworldwide.com).

*\*Nature Made is the #1 selling national vitamin and supplement brand in traditional retail scanning outlets (based in part on data reported by IRI through its Unify Liquid Data® service for the Total Vitamins category for the 52-week period ending 12/29/2019 in US MULO and US Food Drug Mass channels. © 2020 IRI Worldwide).*

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**IRi**  
Growth delivered.



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