

## PRESS RELEASE

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# NATURE MADE RANKED AS #1 PHARMACIST RECOMMENDED VITAMIN & SUPPLEMENT BRAND FOR 19<sup>th</sup> CONSECUTIVE YEAR BY U.S. NEWS & WORLD REPORT AND PHARMACY TIMES ANNUAL SURVEY

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June 14, 2017 (Northridge, CA) – Nature Made® is once again the leading choice of pharmacists in eight key vitamin and supplement segments, according to a broad survey and ranking of top recommended health products released today by *U.S. News & World Report*, in collaboration with *Pharmacy Times*. Nature Made is ranked as the #1 Pharmacist Recommended brand for Letter Vitamins (A, B, C, D, and E), CoQ10, Omega-3/Fish Oil, Flaxseed Oil, Herbal Supplements, Mood Health, Diabetic Multivitamins, and Cholesterol Management – Natural.<sup>1</sup>

For 45 years, Nature Made has been a trusted leader in the wellness industry, praised for providing high quality vitamin, mineral and herbal supplements, and striving to ensure superior quality for all the products the brand makes. Nature Made adheres to strict manufacturing standards and was the first national supplement brand to have a product verified by the United States Pharmacopeia (USP) – verification that the product meets stringent quality criteria for purity and potency. Nature Made is the national supplement brand with the most products carrying the USP Verified Mark.<sup>2</sup>

For more than two decades, *Pharmacy Times* has surveyed tens of thousands of pharmacists nationwide to determine the top pharmacist recommended over-the-counter products within several key health areas. In an effort to reach more consumers, *U.S. News & World Report*, in collaboration with *Pharmacy Times*, launched the Top Health Products,

<sup>1</sup> Based on 2017 U.S. News & World Report – Pharmacy Times Survey.

<sup>2</sup> Find those Nature Made USP verified products on [NatureMade.com/USP](http://NatureMade.com/USP).

which lists the top recommended products in an easy-to-access and understand article in the Health section of the *U.S. News & World Report* magazine and website.

Full coverage of the survey can be found online on *U.S. News & World Report* at <http://health.usnews.com/health-news/health-products>, and in the *OTC Guide*, a supplement to the June 2017 issue of *Pharmacy Times*, at [www.otcguide.net](http://www.otcguide.net).

### **About Nature Made**

Nature Made<sup>®</sup> is the number one selling national vitamin and supplement brand in traditional retail scanning outlets.<sup>3</sup> Distributed by Pharmavite, Nature Made was the first national vitamin brand to earn the United States Pharmacopeia's Verified Mark for many of its products.<sup>2</sup> The dietary supplement industry is regulated by the U.S. Food and Drug Administration and the Federal Trade Commission.

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<sup>3</sup> Calculation based on data reported by Nielsen through its Scantrack Service for the vitamin category for 52-week periods ending 2007-2017 for US xAOC and FDM Markets.