

## PRESS RELEASE

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# PHARMACISTS RANK NATURE MADE AS THE LEADING VITAMIN AND SUPPLEMENT BRAND IN THE U.S.

## Nature Made Recognized As “#1 Pharmacist Recommended” In 9 Categories By U.S. News & World Report and Pharmacy Times Annual Survey

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June 16, 2015 (Northridge, CA) – Nature Made® is the leading choice of pharmacists in nine 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, Flax Seed Oil, Herbal Supplements, Mood Health, Diabetic Multivitamins, Garlic Supplements, and Cholesterol Management—Natural. This marks the 17th consecutive year that Pharmacists recognize Nature Made as a leading vitamin and supplement brand.

“This marks the 17<sup>th</sup> consecutive year that Pharmacists recognize Nature Made as a leading vitamin and supplement brand in one or more product segments,” said James Brooks, Ph.D., vice president, science, technology and quality, Pharmavite. “We continue to be honored by this recognition and appreciate that Pharmacists continue to acknowledge our commitment to developing science-based, quality products they can trust for their patients.”

For more than 40 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 each of the more than 240 products the brand makes. Nature Made also adheres to strict manufacturing standards and was the first national supplement brand to have a product verified by 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.

For 19 years, 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, 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 2015 issue of Pharmacy Times, at [www.otcguide.net](http://www.otcguide.net).

### **About Nature Made**

Nature Made is the #1 selling national vitamin and supplement brand in traditional retail scanning outlets (according to Nielsen Scan Track Scanning Data for U.S. xAOC channels, dollar sales for the 52 week period ending 4/25/2015). Manufactured by Pharmavite LLC, Nature Made was the first national supplement brand to receive the United States Pharmacopeia's (USP) Verified Mark for many of its products, and Nature Made is the national supplement brand with the most products carrying the USP Verified Mark. USP is a scientific, nonprofit organization that has been setting federally-recognized, public standards of quality for medicines, dietary supplements and food ingredients. The dietary supplement industry is regulated by the U.S. Food and Drug Administration and the Federal Trade Commission, as well as by government agencies in each of the 50 states. Nature Made is a Proud Partner of FamilyDoctor.org, an award-winning website featuring physician-reviewed information on more than 900 health and wellness topics provided in English and Spanish, including vitamins and supplements. Visit [NatureMade.com](http://NatureMade.com) for the latest news and offerings.