



Be Their One-Stop Shop for TOTAL IMMUNE SUPPORT[†]



Stock the full Nature's Bounty Immune Support lineup[†]



Keep Customers' Immune Systems Healthy*

More consumers are shopping for immune support products than ever before: From the younger 35+ age segment to the more traditional 65+ age demographic. To help support those shoppers, it's important to stock a high-quality immune support lineup from a well-known brand that can appeal to all of them, such as Nature's Bounty®.

Immune Health Is Important to Your Customers

A healthy immune system is one of the most important parts of overall wellness. When operating at its full potential, this body system uses different vitamins and minerals to help contribute to immune support. Vitamin C, for example, is crucial to the normal production and functioning of white blood cells, which are an important part of the immune system, helping you stay at your healthy best.¹

When an immune system is healthy and working correctly, it functions without notice. From acting as the body's natural defense mechanism and helping it fight against free radicals to helping to form the basis of vibrant skin, a properly functioning immune system is key to a healthy lifestyle.

Heightened Awareness of the Need for Immune Support—and Supplement Sales¹

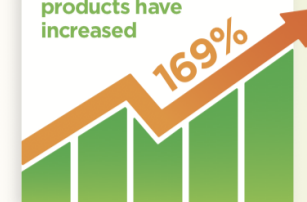
Recently, consumers have become increasingly aware of the importance of immune health. Along with a healthy diet and adequate exercise, these health-conscious consumers are frequently incorporating immune support supplements into their overall health routine.¹

It's no wonder then that overall sales of immune support products have increased 169% since the beginning of March. Individual supplement categories have seen similarly strong sales patterns: echinacea is up 161%; elderberry is up 504%; vitamin C is up 205%; vitamin D3 is up 46% and zinc is up 241%.

Nature's Bounty® Meets Increasing Consumer Demands¹

Nature's Bounty® has a full spectrum of immune support supplements to help keep your customers' immune systems—and your business—operating at peak performance.¹

Sales of immunity products have increased



One of the world's leading herbs for immune support, echinacea has been used for centuries as a way to support the body's natural defense system.¹ This whole herb^{††} supplement contains naturally sourced echinacea purpurea.



Known for its healthy properties, elderberry has been used for years as a way to support overall wellness. Nature's Bounty® Elderberry Gummies are packed with immune and antioxidant-supporting A, C, D, E, and zinc—and a deliciously sweet flavor too.¹



Well-known for its wellness support, vitamin C helps form the protein collagen, which helps form the basis of vibrant skin and acts as a potent antioxidant to help fight against free radicals.¹ At 1,000 milligrams, one of these caplets delivers nearly 20 times the amount of vitamin C a small orange does.^{1†}



Vitamin D3 is essential to the function of white blood cells in the immune system and also regulates T and B lymphocytes, supporting the ability of macrophages to work within the body.¹ These rapid-release soft gels can deliver these benefits faster.



Like vitamins C and D3, zinc helps form collagen and T cells, while also promoting cell division, which is critical to the immune system.¹ This once-a-day vegetarian caplet makes it a great addition to anyone's wellness routine.

To find out more about—or add to your lineup of—Nature's Bounty® immune support supplements[†], visit [Naturesbounty.com](https://www.naturesbounty.com)

[†]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.

^{††}1 small orange contains 51.1 mg Vitamin C per the USDA Nutrient Database.
^{†††}Nature's Bounty natural whole herb products utilize ground plant parts.
¹Source: #1 Total US - Multi-Dataset, Latest 52 weeks ending 4/26/20