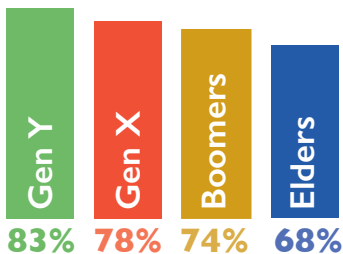


Who takes Multivitamins?



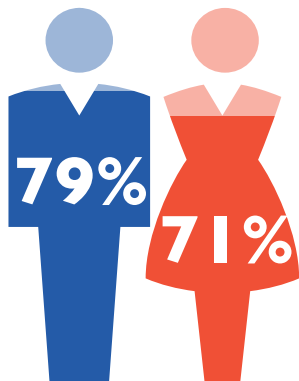
75% of U.S. adult
supplement users

By generation



**83% of Generation Y
supplement users
take a multivitamin**

By gender



**79% of male and
71% of female
supplement users
take a multivitamin**

SOURCE: Council for Responsible Nutrition (CRN)
www.crnusa.org/CRNconsumersurvey/2014