

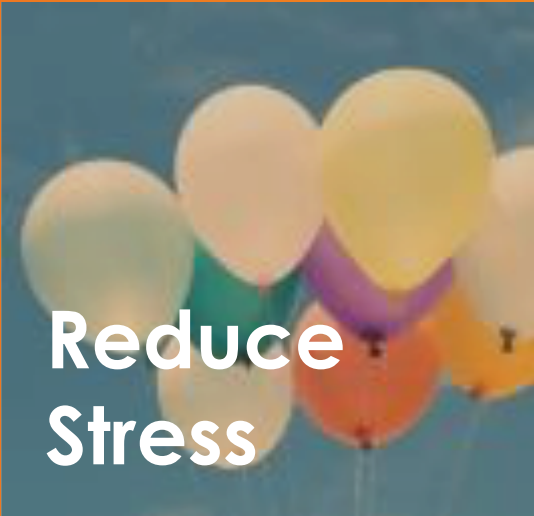
9 SLEEP CONSUMER JOBS TO BE DONE

Allows us to address underserved, unmet and emerging jobs

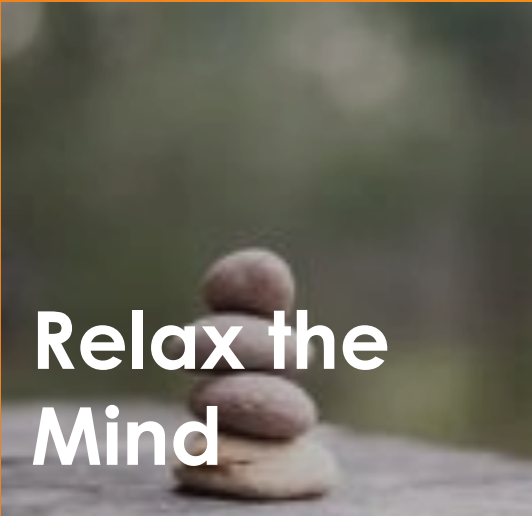
Before Sleep

Sleep

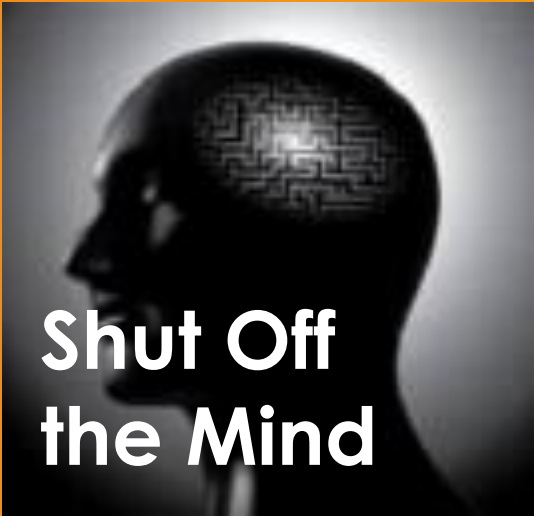
After Sleep



Reduce Stress



Relax the Mind



Shut Off the Mind



Fall & Stay Asleep



Fall Back to Sleep



Quality Sleep



EMERGING JOB
Sleep Productively



Wake Easily



Wake Energized

To be able to release the effects & tension of stress so I can find a sense of calm to wind down for sleep.
[PHYSICAL + MENTAL]

To be able to slow down the racing thoughts in my mind so I can find a sense of calm to wind down for sleep.
[MENTAL]

To be able to quickly... or instantly shut off my spinning mind so I can immediately fall asleep, the SWITCH!
(MENTAL)

To be able to easily fall asleep and stay asleep so I'm not always anxious about whether I'll be able to get a good night's rest.

To be able to easily fall back to sleep if I wake up at night, so my mind doesn't begin to race and keep me up for the rest of the night.

To be able to sleep well so that my mind and body are fully rested and I awaken feeling refreshed.

To be able to get more benefits from sleeping beyond my body's natural recovery and regeneration process.

To be able to wake up easily without feeling like it's a huge struggle to get out of bed.

To be able to wake up energized and ready to take on the day.

Campaign Messaging Grid – Unwind, Sleep Well, Awaken Refreshed



Product	Product Benefit	Claims	Ingredients	Creative Scenarios
Extended Release Melatonin *includes all Melatonin products with exception of 10mg which falls below	Falling Asleep & Staying Asleep	Clinically P roven to raise your melatonin levels and sustain elevated levels for 6 hours	4 mg of Melatonin in a Dual Action Tablet: • 1.5 Melatonin in the Immediate Release Layer and 2.5mg in the Extended Release L ayer	Buzzing Phone Staying Asleep
10mg Melatonin Gummies	Shutting Off the Mind to Fall Asleep	Naturally helps you fall asleep faster & supports restful sleep – (a higher dose of Melatonin to help those consumers who find it challenging to fall asleep)	Contains a higher dose of Melatonin to help those consumers who find it challenging to fall asleep.	Racing Mind Fall Asleep Faster Noises Disturbances (snoring, bright streetlight)
Calm & Relax	Shutting Off the Mind to Fall Asleep	Helps reduce stress and relax your body as you wind down for a blissful night’s sleep.	Sensoril Ashwagandha which is clinically proven to reduce stress, and magnesium to support muscle relaxation	Racing Mind Work Stress 9am Meeting
Sleep & Recover Gummies	Relaxing the Mind	Helps relax the mind and body. Supports restful sleep to help your body’s natural recovery.	Contains the right combination to fall into a restful sleep faster to support your recovery process: • L-Theanine (200mg) – clinically shown to help relax the mind • Melatonin (3mg) – to naturally help you fall asleep faster and support restful sleep • Magnesium (100 mg) – helps regulate muscle contractions, contributing to body relaxation	9am Meeting Work Stress Restlessness Shift Workers
3mg Melatonin with L-theanine	Relaxing the Mind	A natural acting sleep aid that helps relax the mind and support sleep	Provides 3mg of melatonin and 200mg of L-theanine per serving to naturally support restful sleep and relax the mind. It’s the formula that takes a stand for falling asleep	Stress

REFERENCE: SLEEP PORTFOLIO WITH ALL ITEMS IN-MARKET IN FALL 2020



Count: 120
Serving Size: Tablet
Price: \$8.19 SRP



Count: 90
Serving Size: Tablet
Price: \$10.29 SRP



Count: 60
Serving Size: softgel
Price: \$13.39 SRP



Count: 70
Serving Size: Gummy
Price: \$9.59 SRP



Count: 60
Serving Size: Gummy
Price: \$9.27 SRP



Count: 30
Serving Size: softgel
Price: \$13.29 SRP



Count: 45
Serving Size:
1 Fast Dissolve Tablet
Price: \$14.99 SRP



Count: 70
Serving Size: 1 Tablet
Price: \$14.99 SRP



Count: 120 (Value Size)
Serving Size: 2 Gummies
Price: \$23.99 SRP



Count: 90
Serving Size: 1 Tablet
Price: \$14.99 SRP



Count: 60
Serving Size: 2 Capsules
Price: \$19.99 SRP



Count: 60
Serving Size: 2 Gummies
Price: \$21.99 SRP

NEW! NATURE MADE MELATONIN 10MG GUMMY VALUE SIZE GUMMIES



Count: 120
Serving Size: 2
Gummies
Price: \$23.99 SRP

Consumer Insight: Melatonin consumers seek help with sleep to achieve more productive, joyful waking hours

Consumer Benefit: A higher dose of Melatonin in two delicious gummies to help those consumers who find it very challenging to fall asleep

Product Benefits / Claims:

10mg Melatonin per gummy

- Naturally† helps you fall asleep faster and supports restful sleep†
- 100% Drug Free
- Delicious strawberry flavor with other natural flavors

NEW! NATURE MADE MELATONIN 10MG FAST DISSOLVE TABLET



Count: 45
Serving Size: 1 Fast Dissolve
Tablet
Price: \$14.99 SRP

Consumer Insight: Melatonin consumers seek help with sleep to achieve more productive, joyful waking hours

Consumer Benefit: A higher dose of Melatonin in one delicious fast dissolve tablet to help those consumers who find it very challenging to fall asleep

Product Benefits / Claims:

10mg Melatonin per fast dissolve tablet

- Naturally† helps you fall asleep faster and supports restful sleep†
- 100% Drug Free
- Delicious strawberry flavor with other natural flavors

Nature Made® Melatonin 10mg Gummy Value Size

Product Benefits / Claims

- 10mg Melatonin per serving
- Naturally[†] helps you fall asleep faster and supports restful sleep[†]
- 100% Drug Free
- Delicious strawberry flavor with other natural flavors
- #1 Pharmacist recommended Vitamin and Supplement Brand*

Placement:

- Shelve within gummies set or if no gummies set within Nature Made brand block with Melatonin items

Pricing

- SRP \$23.99



†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

*Based on a survey of pharmacists who recommend branded vitamins and supplements

† Provides melatonin, which works with your body to help you fall asleep without drugs. †

Nature Made® Melatonin 10mg Fast Dissolve Tablet

Product Benefits / Claims

- 10mg Melatonin per gummy
- Naturally[†] helps you fall asleep faster and supports restful sleep[†]
- 100% Drug Free
- Delicious mixed berry flavor with other natural flavors
- #1 Pharmacist recommended Vitamin and Supplement Brand*

Placement:

- Shelve in Nature Made brand block with Melatonin items

Pricing

- SRP \$14.99



†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

*Based on a survey of pharmacists who recommend branded vitamins and supplements

† Provides melatonin, which works with your body to help you fall asleep without drugs. †

Nature Made® Melatonin 10 MG Tablet

Market Opportunity

- Melatonin is growing at 36% vs YA and 10mg is the fastest growing strength in Melatonin
- Melatonin is now one of the largest segments in VMS at \$481MM annually

Consumer Insight

- Melatonin consumers seek help with sleep to achieve more productive, joyful waking hours

Consumer Benefit

- A higher dose of Melatonin to help those consumers who find it very challenging to fall asleep

Product Benefits / Claims

- Extra Strength 10mg Melatonin to help consumers naturally fall asleep faster and support restful sleep



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Source: Nielsen Scantrack, xAOC through 5/18/19

Nature Made® Extended Release Melatonin Tablet

Market Opportunity

- Melatonin is growing at 36% vs YA and it is now one of the largest segments in VMS at \$481MM annually

Consumer Insight

- A good night's sleep is important to achieve more productive, joyful waking hours and consumers are seeking the best-possible solution to get the sleep they need

Consumer Benefit

- As we age and lead busier lives, falling asleep and sleeping soundly are increasingly common challenges consumers face. This is the only melatonin product in VMS that is clinically proven to give consumers a guaranteed extended release of Melatonin

Product Benefits / Claims

- Formulated to deliver 1.5mg Melatonin in the Immediate Release Layer and 2.5mg in the Extended Release Layer
- Clinically proven to raise your melatonin levels & sustain elevated levels for 5 hours



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Source: Nielsen Scantrack, xAOC through 5/18/19

Nature Made® Calm & Relax Veggie Capsule

Consumer Opportunity

- Stress relief for the mind and body – very relevant for consumers, fulfills a real need
- Distinct and attention-catching
- An incremental opportunity:
 - 34% of consumers say there is not a replacement for this product
 - 26% of consumers say they will add this to the products they currently buy

Product Benefits / Claims

- Helps reduce stress and relax your body as you wind down for a blissful night's sleep
- Formulated with 125mg Sensoril® Ashwagandha, which is clinically proven to reduce stress
- Magnesium (300mg) supports muscle relaxation



†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Source: BASES Quick Predict, April 2019

Nature Made® Sleep & Recover Gummy

Consumer Opportunity

- Unique proposition supporting Relaxation for both mind and body
- Attention-catching, fulfills a need, provides a real advantage

Product Benefits / Claims

- Helps relax your mind and body. Supports restful sleep to help your body's natural recovery.
- Contains the right combination to fall into a restful sleep faster to support your recovery process:
 - L-Theanine (200mg) – clinically shown to help relax the mind
 - Melatonin (3mg) – to naturally help you fall asleep faster and support restful sleep
 - Magnesium (84mg) – helps regulate muscle contractions, contributing to body relaxation



†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Source: Nielsen Scantrack, xAOC through 5/18/19