

NUTRITION NEWS & NOTES

New Supplement Line Designed For Vital, Active Baby Boomers

(NAPSA)—Baby Boomers are known as the “forever young” generation and some Boomers are wholeheartedly taking steps to stay healthy and active in their pursuit to live life to the fullest. A recent survey revealed that a significant subset of Boomers is taking proactive measures to maximize their vitality. These measures include staying up-to-date on the latest health information and taking nutritional supplements to promote overall health, wellness and vitality. According to the survey, this group has been dubbed “Generation V” largely because they define themselves by their ability to remain vital and active in order to continue doing the things they enjoy, throughout their lives.

The Bayer Nutritional Science line provides good news for Gen V'ers—and those who love them. The innovative new line of nutritional supplements unites science and nutrition to help this active group maximize their vitality. With five unique science-based formulations to support heart, mind, eye, and joint health, as well as a daily multivitamin, which supports body and cell health, Boomers can have trusted products that are right for them.

“Based on recent research, we know that consumers are often confused about nutritional supplements. The Bayer Nutritional Science line is organized by health benefits to help individuals select the products that are right for them,” said Girard Smith, vice president, Consumer Wellness

Different body parts need different nutrients to stay vital:

- The heart—phytosterols, folic acid and CoQ10.
- The brain—omega-3, ginkgo biloba, and B-vitamins.
- The joints and bones—glucosamine, chondroitin, calcium and vitamin D.
- The eyes—lutein, zeaxanthin and antioxidants.
- The body and cells—a daily multivitamin with pomegranate and alpha-lipoic acid.



and Division Market Research at Bayer Consumer Care. “To further help educate consumers, we’ve created The Vitality Institute, a comprehensive online resource center. We are working with the Mayo Clinic, the world’s largest not-for-profit medical practice, to provide the latest news, trends and information about health and nutrition.”

All of the Bayer Nutritional Science formulations contain scientifically proven levels of key ingredients and can be taken together to address the multiple health goals of active Boomers. They include a unique Daily Multivitamin: Vital Body & Cells Formula, Heart Vitality, Vital & Sharp Mind, Eye Health & Vitality, and Joint & Bone Vitality.

Bayer Nutritional Science is available at food, drug and mass retail outlets nationwide.