



Introducing nutritionpossible.com – A New Resource That Offers Personalized Nutritional Guidance to Achieve Better Health

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(BUSINESS WIRE)--Millions of resolutions come with every New Year, many of which are to get healthy. But, there's a lot of confusion around what constitutes healthy nutrition, which is a key piece of the puzzle. Now, there's an easy and free solution to help make sound nutritional choices to help people keep their resolutions throughout the year. Today, the makers of Centrum® multivitamins announce the launch of nutritionpossible.com, a new website that provides simple tools and personalized information to make confident nutritional and lifestyle choices.

"We know that navigating the supplement aisle can be confusing and choosing the right foods to make sure you're getting everything in your diet can be challenging," said Dr. Jeffrey Blumberg, a member of the external panel of advisors for nutritionpossible.com and a professor of nutrition at Tufts University. So, the website aims to make nutrition information easy to access and understand.

The site offers guided information through:

a unique self-assessment tool that provides a personalized recommendation based on your reported dietary intake and provides educational information as you answer each

question trusted content from both WebMD and Mayo Clinic expert nutritional commentary from professionals in the field including Jeffrey Blumberg, Ph.D., FACN, FASN, CNS; Balz Frei, Ph.D.; Cynthia Sass, MPH, RD, MA, CSSD; and Elizabeth Ward, MS, RD the opportunity to engage with other visitors by community building and activity challenges where visitors can collect badges once the challenges have been completed

As part of today's launch, the first 100,000 visitors who complete their personal assessment will receive a special high-value coupon for products to help them get started on making nutrition possible in their daily routine.

"Offering people a simple tool in a confusing landscape will help them be more confident in their decisions when it comes to proper nutrition," said Tiffany McLaud, U.S. franchise lead, dietary supplements, Pfizer Consumer Healthcare. "We heard directly from consumers that simplified and easy-access to nutritional information is what they are looking for and need. Being in the multivitamin business for 30 years and trusted by consumers, the Centrum team listened and developed this online resource to help people achieve their overall nutritional goals."

Also beginning today, anyone who visits the new Nutrition Possible Facebook page ([Facebook.com/CentrumNutritionPossible](https://www.facebook.com/CentrumNutritionPossible)) can access more coupon offerings and valuable nutrition and wellness information.

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