



Pfizer Consumer Healthcare Responds to PHS II Findings with Statement and Centrum® Silver® Multivitamin B-roll and Photo Assets

Wednesday, October 17, 2012 - 01:00am

(BUSINESS WIRE)--

Pfizer Consumer Healthcare:

Wednesday, October 17

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10:30 AM - 11:00 AM, ET

1:45 PM - 2:00 PM, ET

6:45 PM - 7:00PM, ET

(7:30 AM – 8:00 AM, PT)

(10:45 AM – 11:00 AM, PT)

(3:45 PM – 4:00 PM, PT)

Galaxy 19, Transp. 10, C-Band

Galaxy 19, Transp. 10, C-Band

Galaxy 19, Transp. 10, C-Band

DL Freq.: 3900 (H) DL Freq.: 3900 (H) DL Freq.: 3900 (H)
Trouble #: (954) 838-0900; Audio: 6.2/6.8

To download b-roll, please visit this link: www.magicbulletmedia.com/pfizer.

To download photos, please visit this link:
<https://share.agencyroad.com/message/E931nU6HZLzhXoGMMuoGGz>.

Pfizer Consumer Healthcare is very pleased that study investigators at Brigham and Women's Hospital, a teaching affiliate of Harvard Medical School, chose Centrum® Silver® for the Physicians' Health Study II. The Centrum® multivitamins' quality, among other factors, led investigators to choose Centrum® Silver® for inclusion in the study. Centrum® Silver® multivitamins currently available in stores have since been updated and improved to reflect advances in nutritional science.

In response to the Physician's Health Study II findings shared this morning, Pfizer Consumer Healthcare, makers of Centrum® Silver® – the product used in the study – has released the following b-roll footage and photographs:

Commentary from Pfizer Consumer Healthcare executives: Rowena Pullan, Vice President of Global Franchise R&D – Dietary Supplements and Complementary Categories, Pfizer Consumer Healthcare Christopher Kocun M.D. – Vice President of Global Medical Affairs, Pfizer Consumer Healthcare Video Footage of consumers shopping and still photos of

Centrum® Silver®

For more information, please contact Bhavana Singh at Bhavana.Singh@Ketchum.com or 646-935-4043.

About Pfizer

At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best-known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world's leading biopharmaceutical company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us at www.pfizer.com.

This press release has an accompanying Smart Marketing Page providing further details about the organization, products and services introduced above. You can access the Smart Marketing Page via the following link:

<http://smp.newshq.businesswire.com/pages/pfizer-consumer-healthcare-responds-phs-ii-findings-statement-and-centrum-silver-multivitamin->

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50443294&lang=en>

Multimedia Files:

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Centrum(R) Silver(R) Multivitamin b-roll

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Download Quicktime (17.34 MB)
Download MPEG-4 Video (34.19 MB)

Centrum Silver

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Centrum Silver on Shelves

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Man shopping for Centrum Silver

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Woman shopping for Centrum Silver

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