

CVS/pharmacy Helps Customers Kick Off a Healthy New Year with Online Vitamin Resources and Huge Savings
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New Family Vitamin Center on CVS.com offers valuable information and guidance to shoppers to find the right vitamins and supplements to achieve their health goals

WOONSOCKET, R.I., Jan. 6, 2014 /PRNewswire/ -- [CVS/pharmacy](#)[®] today announced the launch of the [Family Vitamin Center](#), a new health hub on CVS.com that empowers customers to learn more about the vitamins and supplements that can support their personal health goals. This new online resource helps take the confusion out of the vitamin aisle and arms users with comprehensive information about hundreds of vitamins and supplements. The Center features an interactive questionnaire and guidance tools that provide personalized supplement recommendations identifying which options are best suited to address personal wellness goals or health condition. It also allows users to shop by goal, such as heart health or immune support, and get the latest health tips¹. Customers can also sign up for **Ship & Save**, an automatic replenishment program that offers a 20% savings on every vitamin or supplement purchased and free shipping. To celebrate the launch of the Family Vitamin Center, during the first four weeks of January, a wide range of select vitamins will be "Buy One, Get One Free" online and in stores nationwide.

(Logo: <http://photos.prnewswire.com/prnh/20100816/NE50800LOGO>)

"The Family Vitamin Center helps CVS/pharmacy customers save time, money and lead healthier lives, which is the intent of all of our digital resources," said Brian Tilzer, Senior Vice President, Chief Digital Officer for CVS Caremark. "More and more of our customers are engaging with us across digital platforms to enhance their pharmacy and drugstore shopping. Until now, there has been a lack of guidance online to help customers decide which products might be best for them. Our new Family Vitamin Center is a one-of-a-kind tool that fills this information gap by providing customers with the facts they need, helping to put them on their path to better health."

Numerous studies have shown that taking vitamins regularly can have a positive impact on health outcomes and today half of all Americans regularly take vitamins or other mineral supplements, with a solid majority of seniors (68 percent) reporting regular vitamin usage². While vitamin usage remains a personal health decision that should be discussed with a pharmacist or physician, different people have different needs for specific nutrients. Customers looking for assistance can visit the Family Vitamin Center on CVS.com for the following:

- **Shop by Goal:** Often consumers have a specific, personal health goal in mind when considering taking vitamins and supplements, but they might not know the best options for supporting that goal. With the Family Vitamin Center, users can select from 16 health goals, including heart health, immune support, energy and alertness, probiotics and digestive care, sleep aids, and more. Within each condition, users see the vitamins and supplements that support this goal. For example, when searching by heart health, users can click on "Fish Oil & Omegas" to learn about these supplements and how they are able to support heart health.
- **Shop by Category:** In some cases, consumers are looking for more information about specific vitamins or supplements they are considering or are already taking. With the Family Vitamin Center, users have the option to search by specific vitamins and supplements, and can easily see a summary of common uses, as well as detailed information on findings from recent studies or notes on possible drug interactions that should be considered further.
- **Ship & Save:** Users now have the option to join Ship & Save, a replenishment program that helps customers save on the items they buy regularly. Customers that enroll get free shipping and save 20 percent off their orders, and have the flexibility to choose the frequency of delivery and quantity of products.

The new Family Vitamin Center adds to the comprehensive features already offered on [CVS.com](#), including a platform to manage and refill prescriptions, the ability to find a local pharmacy or MinuteClinic[®], and the recently launched Drug Information Center, which provides consumers with best-in-class prescription drug

information and a variety of innovative resources. In the coming months, CVS/pharmacy will continue to enhance its website, offering a variety of exciting new features that take the digital drugstore to the next level.

Special Sales on Vitamins All Throughout January

Now through January 25, specific vitamin and supplements will be featured in special promotions on CVS.com and in stores nationwide. Each week, customers can check the weekly ad for more details on the hundreds of "Buy One, Get One Free" vitamin deals available, including many of the most popular national brand supplements as well as CVS/pharmacy Brand options.

About CVS/pharmacy

CVS/pharmacy, the retail division of CVS Caremark Corporation (NYSE: CVS), is America's leading retail pharmacy with more than 7,600 CVS/pharmacy and Longs Drug stores in the U.S. CVS/pharmacy is reinventing pharmacy to help people on their path to better health by providing the most accessible and personalized expertise, both in its stores and online at CVS.com. General information about CVS/pharmacy and CVS Caremark is available at <http://info.cvscaremark.com/>.

¹ The health tips presented in the Family Vitamin Center on CVS.com are for informational purposes only and are based on scientific studies, clinical experience or traditional usage as cited in each article.

² Source: Gallup poll conducted Dec. 6-9, 2013, Gallup.com.

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