



Contact:
Lexi Sunberg
lsunberg@tunheim.com
952.836.7775

FOR IMMEDIATE RELEASE

**NATURE'S WAY® ANNOUNCES ALIVE!® TEEN GUMMY MULTIVITAMIN
FOR HIM AND HER**

*Complete Multivitamin that helps eyes shield and filter blue light**

GREEN BAY, Wis. (June 25, 2020) – Nature's Way, an industry-leading, consumer-trusted dietary supplement provider, announced today the launch of Alive! Teen Gummy Multivitamins. The adolescent life stage is a crucial time for development and the Alive! Teen Multivitamin is a dedicated supplement to help teens build a foundation for healthier lives in today's modern world. The Multivitamins contain an excellent source of 17 vitamins and minerals including A, C, and D and Lutemax 2020 to help eyes filter blue light produced by the sun, LEDs and electronic devices.*

"In 2019, teens spent over seven hours a day on their devices. The Alive! Teen Gummy Multivitamins are more crucial than ever being that teenagers are increasingly exposed to blue light including more time outdoors and in front of screens," noted Nature's Way Brand Manager Amanda Hill. "I'm extraordinarily proud of our new line of Alive! Teen Gummy Multivitamins and the role these supplements will play in enriching the specialized health needs of teens."

In addition to eye health and immune support, Alive! Teen Gummy Multivitamins promote heart health and antioxidant support, while being an excellent source of vitamins A, C, E.* They also have a full B-Vitamin Complex helping convert food into fuel.*

"These products are designed to help teenagers not just be healthy, but provide energy support to live a full, vibrant life," said Hill.* "One size does not fit all when it comes to supplements and we're excited to be introducing these specialized formulas that fit what teens need, now more than ever before, for immune and eye health."**

The new Alive! Teen Gummy Multivitamins are available in two gender-specific formulas, customized for teen girls and boys, featuring a citrus burst flavor for her and a tropical fruit punch flavor for him.

For more information about Nature's Way Alive! Teen Gummy Multivitamin or other supplements, please visit [NaturesWay.com](https://www.naturesway.com) or check out @NaturesWayBrands and @AliveMultivitamins on Facebook and Instagram.

*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure, or prevent any disease.

###

About Nature's Way

Founded in 1969, Nature's Way has been a pioneer in the health industry. Since then, Nature's Way has evolved to encompass more than 1,000 supplements from Fortify® Probiotics and Alive!® Multivitamins to oils and herbal remedies.

Embracing the values of wisdom, integrity, authenticity and inclusivity, Nature's Way turns to nature to find and further a better way to wellness. Through uncompromising standards, we deliver the highest quality products to our consumers to allow them to be at their healthiest. We're on a continued mission to forward innovations that promote ancient health practices, connect with nature, and encourage everyone – from every supplier, employee and individual – to live their best life. This is how we pave the way to wellness.