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National Survey Identifies “Proactivity” Gap When it Comes to Heart Health

Nature Made® and WomenHeart Partner to Launch 100,000 Heartbeats Campaign to Help the Nation Get “Proactive” About Heart Health

NORTHRIDGE, Calif. (October 18, 2010) – Despite broad concern about heart disease as a leading cause of death in the United States, a recent survey of American adults sponsored by Nature Made® and WomenHeart: The National Coalition for Women with Heart Disease, found that many disregard taking some of the basic steps to support a healthy heart. With this in mind, Nature Made and WomenHeart have joined forces to launch the 100,000 Heartbeats campaign to give Americans tools to keep their hearts healthy and provide easy tips on how to narrow the “proactivity gap.”

In a survey conducted by ORC, an Infogroup Company on behalf of Nature Made and WomenHeart, 87 percent of survey respondents say they are somewhat or very concerned about keeping their hearts healthy when it comes to their daily lifestyle and 94 percent say they feel somewhat or very informed about how to keep their hearts healthy. However, when asked about the importance of taking certain simple steps to help keep their hearts healthy, such as getting regular exercise or taking vitamins and supplements, and whether they actually take these steps for this purpose, respondents report a number of significant gaps between their beliefs and behaviors.

For instance, 94 percent of respondents say that getting at least 30 minutes of aerobic exercise at least three times per week is somewhat or very important, but only 69 percent report to actually do so.

“Clearly, knowing that heart health is important and being concerned about it is not enough, so I hope this is a wake-up call,” said Dr. Melina Jampolis, MD and specialist in nutrition. “It’s important for all Americans to change this mindset and make heart healthy choices now that will have positive impacts for the future.”

Through the 100,000 Heartbeats campaign (<http://WomenHeart.NatureMade.com>), Nature Made, WomenHeart and Dr. Melina Jampolis are sharing information and tips on proactive steps to support heart health that can help consumers of all ages close the “proactivity gap.”

Help Unlock \$100,000 Donation from Nature Made to WomenHeart

The campaign features an online component that allows consumers to spread the word about heart health and help unlock a \$100,000 donation from NatureMade to WomenHeart. Consumers can visit <http://WomenHeart.NatureMade.com> and share tips, videos and information about simple lifestyle changes that can support heart health with their friends and loved ones via their social networks, like Facebook, Twitter and YouTube.

Each interaction on the website, such as sharing information via social networks, watching a video, or participating in the interactive tools on the site, unlocks a donation from Nature Made to WomenHeart. For example, viewing a video on the site will unlock a \$3 donation and sharing a video or a heart health tip will unlock a \$5 donation. Consumers can also enter a sweepstakes to be entered to win a six-month supply of Nature Made Heart Health products. Two lucky winners will be chosen on November 30.

For more information about maintaining and keeping the heart healthy, visit www.NatureMade.com/hearthealth.

About Nature Made

Nature Made vitamins is the number one supplement brand in the food, drug, club and mass channels. Owned by Pharmavite, Nature Made® was the first line of dietary supplements to earn a third-party quality seal of approval through the United States Pharmacopeia's Verification Program. The dietary supplement industry is regulated by the U.S. Food and Drug Administration and the Federal Trade Commission, as well as by government agencies in each of the 50 states. Nature Made is a *Proud Partner of* www.FamilyDoctor.org, an award-winning website featuring physician-reviewed information on health and wellness topics, including vitamins and supplements. Visit www.NatureMade.com for the latest news and offerings.

About WomenHeart: The National Coalition for Women with Heart Disease

WomenHeart is the nation's only patient centered organization serving the 42 million American women living with or at risk for heart disease – the number one killer of women. WomenHeart is solely devoted to advancing women's heart health through advocacy, community education, and the nation's only patient support network for women living with heart disease. WomenHeart is both a coalition and a community of thousands of members nationwide, including women heart patients and their families, physicians, and health advocates, all committed to helping women live longer, healthier lives. For more information and to get your free heart health action kit, visit www.womenheart.org/kit.

Research Methodology

The survey was conducted using ORC, An Infogroup Company's CARAVAN National Omnibus telephone survey of adults 18 years of age or older. Telephone interviews among 1,012 adults were completed from August 12-15, 2010. The survey utilized a random-digit-dial sampling methodology to obtain a representative sample of the population. The margin of error for the survey overall is + / - 3.1 percentage points. The margins of error for subgroups within these audiences are larger.