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THE OTSUKA WHATS & WHOS

Otsuka
people creating
new products
for better health
worldwide

From a 20th Century Start up to a 21st Century Global Supplement Company



Nature Made® opened its new vitamins manufacturing facility in Opelika, Alabama, US on Friday, June 7, 2013. In attendance at the grand opening, from left to right, were Opelika City Council member Eddie Smith; Opelika City Council member Joey Motley; U.S. Congressman Mike Rogers; Representative Director, Otsuka Pharmaceutical Co., Ltd. Mr. Masayuki Umeno; Mayor of Opelika Gary Fuller; Alabama Speaker of the Alabama House of Representatives Mike Hubbard; Chief Operating Officer of Pharmavite Mark Walsh; Governor of Alabama Robert Bentley; Chief Executive Officer of Pharmavite Doug MacLean; President, Chief Executive Officer, Otsuka Holdings Co., Ltd. Mr. Tatsuo Higuchi; Alabama Secretary of Commerce Greg Canfield; Opelika City Council member Larry Grey; Opelika City Council member Patricia Jones; Opelika City Council member David Canon; and Alabama State Senator Gerald Dial.

In 1971, two innovative young Americans founded Pharmavite; the following year they developed the vitamin brand Nature Made® committed to providing high quality vitamins and supplements to retail markets for people who want to lead healthier lives. The original Pharmavite commitment has not changed for over 40 years. Today, Pharmavite LLC is one of the largest U.S. manufacturers of high-quality vitamins, minerals and other dietary supplements, and Nature Made® is the #1 selling national vitamin and supplement brand in traditional retail scanning outlets*1. Pharmavite LLC has been a subsidiary of Otsuka Pharmaceutical Co. Ltd. since 1989.

[Click here to see Pharmavite video](#)

Pharmavite's new facility in Opelika sets a new standard for manufacturing excellence. The facility is designed to produce the highest quality products, featuring state of the art technology and will be the first major vitamin facility in the U.S. to be LEED^{*2} certified.



As, the U.S. dietary supplement market has tripled since 1995*3, the Opelika facility is a key part of Pharmavite's strategic plan to meet the growing global consumer demand for health and wellness products like Nature Made supplements. It also serves as a showcase of our passion for quality, efficacy and innovation.

The company supports research with major universities on vitamins and supplements. Supporting this research is consistent with Pharmavite's vision of "Inspiring the healthiest you through more complete nutrition wherever you are in life".



This new facility in Opelika is the first dietary supplement facility in Alabama, a state located in the southeastern region of the United States. The production capacity will meet the company's forecasted future growth. As part of the facility, Pharmavite has created an educational tour that it will be sharing with the community.

It is Pharmavite's intention to provide these products globally in addition to the United States, so the new facility will contribute to people's better health around the world.

*1 Nielsen Scan Track Scanning Data for U.S. xAOC channels, dollar sales for the 52 week period ending [03/16/13]

*2 Leadership in Energy and Environmental Design

*3 Nutrition Business Journal, "Supplement Business Report" (2004 and 2012 editions)