

NEW! **TYLENOL® Proactive Support** – 1st to market supplement portfolio bringing superior evidence, value, and experience to consumers



TamaFlex®



- #1 Supports joint flexibility, function, and healthy range of motion.
- #2 Clinically proven to support joint comfort in 5 days.



Supports joint comfort more effectively than Glucosamine-Chondroitin.



Promotes calmness to help your body manage occasional stress.

Innovation from

TYLENOL®

First Ship Date:
4/21/2025



Zembrin®

Promotes calmness to help your body manage occasional stress.

TYLENOL PROACTIVE SUPPORT MUSCLE & JOINT + STRESS 30 CT

Description	Case UPC Item UPC	Case Pack/CU per Inner	Case Weight	Case Cube	Case Dimensions Item Dimensions (L x W x H)	Ti Hi	B3 Case Price Item Price
TYLENOL PROACTIVE SUPPORT MUSCLE & JOINT + STRESS 30 CT	103-00450-11704-2 3-00450-11704-5	24/3	2.88	0.355	18.88 x 7.13 x 4.56 2.26 x 2.26 x 3.87	13/9	\$366.72 \$15.28

Insight	1st to market supplement portfolio bringing superior evidence, value, and experience to consumers
RTB	TamaFlex® • #1 Supports joint flexibility, function and healthy range of motion. • #2 Clinically proven to support joint comfort in 5 days. • FASTER & MORE EFFECTIVE VS. #1 MARKET LEADER AND PROTOTYPICAL INGREDIENT COMBINATIONS • NOVEL COMBINATIONS OF PROPRIETARY INGREDIENTS WITH ROBUST CLINICAL EVIDENCE AND MOA DUALITY • FORMULAS BUILT WITH ROBUST HCP FEEDBACK – INTEGRATIVE MEDICINE SPECIALISTS AND TRADITIONAL HCPs • MULTI-BENEFIT, SINGLE PILL AND A CONSUMER EXPERIENCE BUILT FOR THE PAIN SUFFERER • HIGH APPEAL AND DISTINCTIVENESS DRIVEN BY TYLENOL® BRAND

MFP: \$19.97
EDLP: \$19.98



KENVUE reserves the right to limit quantities. Prices are subject to change without notice.
Retail Pricing, distribution, shelving, and merchandising decisions are determined at the sole discretion of the retailer.

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than Glucosamine-Chondroitin.

TYLENOL PROACTIVE SUPPORT MUSCLE & JOINT 30 CT

Description	Case UPC Item UPC	Case Pack/CU per Inner	Case Weight	Case Cube	Case Dimensions Item Dimensions (L x W x H)	Ti Hi	B3 Case Price Item Price
TYLENOL PROACTIVE SUPPORT MUSCLE & JOINT 30 CT	103-00450-11906-0 3-00450-11906-3	24/3	2.88	0.355	18.88 x 7.13 x 4.56 2.26 x 2.26 x 3.87	13/9	\$366.72 \$15.28

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NEW: Zarbee's Triple Action Hydration



3 pack



3 pack

Electrolyte portfolio addresses consumers' unmet needs with wholesome ingredients and novel formats

	Age	Ingredients	Format	Flavors
Pouch	1 yr+	Sodium, Potassium, Prebiotic, Zinc	Juice pouch (3 pack)	Strawberry Lemonade
Pouch	1 yr+	Sodium, Potassium, Prebiotic, Zinc	Juice pouch (3 pack)	Lemon Lime

Innovation from



First Ship Date:
4/30/2025



Electrolyte portfolio addresses consumers’ unmet needs with wholesome ingredients and novel formats

ZARBEE’S TRIPLE ACTION HYDRATION POUCH LEMON LIME 3 CT

Description	Case UPC Item UPC	Case Pack/C U per Inner	Case Weight	Case Cube	Case Dimensions Item Dimensions (L x W x H)	Ti Hi	B3 Case Price Item Price
ZARBEE’S TRIPLE ACTION HYDRATION POUCH LEMON LIME 3 CT	103-00450-66450-8 3-00450-66450-1	12/3	14.50	0.658	7.75 x 10.63 x 13.81 3.16 x 3.16 x 7.00	11/5	\$60.00 \$5.00

Insights	- Parents crave trusted natural electrolyte solutions and seek formats that are kid-friendly and feel less wasteful “My child is sick and needs hydration and immune support but there are a lack of natural and convenient solutions on the market”
Benefit	Electrolyte portfolio addresses consumers’ unmet needs with wholesome ingredients and novel formats - No artificial flavors, sweeteners or preservatives - Pediatrician founded brand - Kid approved taste & kid-friendly packaging Triple Action Formula - Effective and proportionate mix of electrolytes and fluid - Zinc for added immune support - With Prebiotic gum acacia
RTB	- Effectively replenishes lost electrolytes to help prevent dehydration and help your child feel better fast 4x less sugar than the leading sports drink, and 2x less sugar than Pedialyte Classic - Triple Action Formula - Effective and optimally balance of electrolytes to efficiently prevent dehydration as well as rehydrate - Prebiotic fiber to promote gut health - Zinc for added immune support EDLP: \$6.99

Innovation from



First Ship Date:
4/30/2025



Electrolyte portfolio addresses consumers’ unmet needs with wholesome ingredients and novel formats

ZARBEE’S TRIPLE ACTION HYDRATION POUCH STRAWBERRY LEMONADE
3 CT

Description	Case UPC Item UPC	Case Pack/C U per Inner	Case Weight	Case Cube	Case Dimensions Item Dimensions (L x W x H)	Ti Hi	B3 Case Price Item Price
ZARBEE’S TRIPLE ACTION HYDRATION POUCH STRAWBERRY LEMONADE 3 CT	103-00450-66451-5 3-00450-66451-8	12/3	14.50	0.658	13.81 x 10.63 x 7.75 3.16 x 3.16 x 7.00	11/5	\$60.00 \$5.00

Insights	- Parents crave trusted natural electrolyte solutions... ...AND seek formats that are kid-friendly and feel less wasteful “My child is sick and needs hydration and immune support but there are a lack of natural and convenient solutions on the market”
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