

## News release

### NESTLÉ HEALTH SCIENCE LAUNCHES NEXT GENERATION OF BOOST® COMPLETE NUTRITIONAL DRINK

#### *Delicious New Taste with a New Bottle Design That Makes BOOST® Drink Even Easier to Enjoy*

**FLORHAM PARK, New Jersey (July 19, 2011)** — Today, getting all the vitamins and minerals needed to help fill the nutritional gaps in adults is even easier with the next generation of BOOST® Complete Nutritional Drink. BOOST® now has a new look and an enhanced bottle design, which is grip-friendly, lightweight, and features a no-foil, easy-to-open top. With a delicious new taste, 26 essential vitamins and minerals, as well as 10 grams of protein, BOOST® Drink is a great way to help meet daily nutrient needs.

“As we get older, changing tastes, decreasing appetite and lower energy levels can make preparing and eating healthy meals more challenging, but good nutrition is essential to staying strong and active as you age,” said Carol Seigel, MS, RD, Head, Medical Affairs Nestlé HealthCare Nutrition. “BOOST® Drink is a convenient way for older adults to accomplish their daily nutritional goals while maintaining their busy lifestyle.”

Inadequate intake of nutrients is common in older adults. Adults who have trouble eating enough nutritious foods or are in need of extra nutrition to maintain an active lifestyle can add BOOST® Complete Nutritional Drinks to their diet as a mini-meal or a nutritious snack to help them be their best.

“We listened to our BOOST® users to find out how to make their favorite drink even better,” said David Yates, Nestlé HealthCare Nutrition Regional Business Head, North America. “This resulted in a delicious new taste, a new bottle shape and easy to read package graphics that help explain the nutritional benefits of BOOST® Drink. We are delighted to roll out this next generation product to help older adults accomplish their nutritional goals.”

BOOST® Drink is great as a mini-meal or snack in three delicious tasting flavors: Rich Chocolate, Very Vanilla, Creamy Strawberry. The next generation of BOOST is now available at retail stores nationwide. For more information on BOOST® Complete Nutritional Drink, visit [www.boost.com](http://www.boost.com).

#### **About Nestlé Health Science**

Nestlé Health Science, through its Nestlé HealthCare Nutrition business, offers nutritional solutions for people with specific dietary needs related to illnesses, disease states or the special challenges of different life stages. Nestlé Health Science, a wholly owned subsidiary of Nestlé S.A., became operational on January 1, 2011 and has worldwide headquarters in Lutry, Switzerland. For more information, visit [www.nestlehealthscience.com](http://www.nestlehealthscience.com).

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