



UPSHER-SMITH ANNOUNCES NEW FORMULATION OF PRENEXA[®] PRENATAL VITAMINS

Same Single-daily Dose, Now With More DHA

MAPLE GROVE, MN – February 2, 2010 – Upsher-Smith Laboratories, Inc. is pleased to announce the introduction of a new formulation of PreNexa[®] Rx prenatal vitamins. The new formulation contains an increased amount of algal-oil, plant-based docosahexaenoic acid (DHA), from 265 mg to 300 mg and increased vitamin D₃, from 170 IU to 400 IU.¹

DHA, a key omega-3 fatty acid used throughout the body, helps support fetal and infant brain and eye development.^{2,3} Vitamin D is an essential vitamin for mom's and baby's skeletal health.⁴

"PreNexa[®] is the fastest growing single-capsule prenatal vitamin with plant-based DHA on the market. This new formulation reflects the increasing body of evidence pointing to the important role DHA and vitamin D play in pregnancy, lactation and infancy," said Wesley Mark Todd, MD, Senior Director Medical Affairs, Upsher-Smith Laboratories, Inc.

The NDC number for the new formulation of PreNexa[®] is 0245-0177-30. Key product features remain the same, including: the bottle configuration, amount per bottle (30 gel capsules), look of the gel capsule, and regimen of one pill once daily.

Important Safety Information

Please see full Prescribing Information for a complete list of warnings and precautions.

Warning: Accidental overdose of iron-containing products is a leading cause of fatal poisoning in children under six. KEEP THIS PRODUCT OUT OF REACH OF CHILDREN. In case of accidental overdose, call a doctor or poison control center immediately.

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About Upsher-Smith

Upsher-Smith Laboratories, Inc. is a rapidly growing pharmaceutical company that manufactures and markets both prescription and consumer products. Privately held since 1919, the company strives to recognize the unmet healthcare needs of its customers. Upsher-Smith prides itself on providing safe, effective, and economical therapies to the ever-challenged healthcare environment. For additional information about PreNexa[®], visit www.prenexa.com, or to learn more about Upsher-Smith, visit www.upsher-smith.com.

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References

- ¹ PreNexa (package insert). Minneapolis, MN: Upsher-Smith Laboratories, Inc; 2010.
- ² Medline Plus. <http://www.nlm.nih.gov/medlineplus/druginfo/natural/patientfishoil.html>. Accessed September 9, 2008.
- ³ Koletzko, et al. The roles of long-chain polyunsaturated fatty acids in pregnancy, lactation and infancy; review of current knowledge and consensus recommendations. *J Perinat Med* 36 (2008)5-14.
- ⁴ Mulligan ML, Felton SK, Riek AE, et al. Implications of vitamin D deficiency in pregnancy and lactation. *Am J Obstet Gynecol* 2009;201.