



THE NEXT-GENERATION PRENATAL MULTIVITAMIN & MULTIMINERAL



Extensively Tested for Environmental Toxicants to Create a Clean and Effective Prenatal Vitamin



Only Available through KIRKMAN®



Essential Nutrition for Mother & Baby*



Now with Choline



Tested for 120 toxicants and chemicals, 24 heavy metals, 10 micro-organisms (micro-testing), 9 allergens, pesticides, and other contaminants



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SCAN 4 INFO

P2i, Preconception to Infancy, represents a groundbreaking approach aimed at minimizing exposure to potentially toxic chemicals that can impact the health of a pregnancy and an infant. Safe prenatal vitamins like P2i can promote the well-being of infants. P2i means that this Vitamin is free from toxic chemicals identified by leading scientists from around the world as dangerous to the health of mom and baby. Following a solid scientific foundation, P2i offers comprehensive evidence-based guidance that enhances pregnancy outcomes.

P2i represents a registered trademark and an exclusive certification approach developed by The Forum Institute and Pure Alliance Standards, Inc.
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*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

SEVEN DECADES OF EXCELLENCE: KIRKMAN'S TRUSTED LEGACY IN DIETARY AND NUTRITIONAL SUPPLEMENTS CONTINUES...

Committed to Manufacturing Clean and Effective Dietary and Nutritional Supplements

THE **KIRKMAN**[®] DIFFERENCE

Over seven decades of continued product excellence has made Kirkman[®] a trusted name in the dietary and nutritional supplements industry.

Kirkman is a leader in products that are designed especially for those with specific dietary needs and sensitivities.

Kirkman's reputation as a quality manufacturer has opened the general market to them, attracting customers that want supplements from a brand with integrity and earned trust.



Why



- Next-Generation Prenatal product that is Clean and Effective
- OBGYN formulated
- Choline



U.S. Prenatal market size is \$400M



Category growth expected at 6-8%



Opportunity to double the category through increased compliance and support by OBGYNs



P2i formula endorsed by OBGYNs



Kirkman has been producing clean supplements for more than seven decades



In 2011, Kirkman introduced their Ultra Tested[®] line of products. These products are subject to the most rigorous testing in the dietary and nutritional supplement industry. Rigorously tested for environmental toxicants, P2i is now enhancing Kirkman's integrity and the brand's trust.

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