

News release

Nestlé Health Science Introduces BOOST® Simply Complete™ Nutritional Drinks Nationwide

BOOST® Simply Complete™ is Made with Fewer Ingredients, No Artificial Colors, Flavors or Sweeteners and is Soy & Gluten Free

Florham Park, N.J. (September 28, 2016) – Nestlé Health Science today expands its line of BOOST® nutritional drinks with the national rollout of BOOST® Simply Complete™, which provides complete and balanced nutrition with only nine ingredients, plus a blend of 25 vitamins and minerals and no artificial flavors, colors or sweeteners.

“Today’s consumers desire products that taste great but are made with ingredients they recognize,” said Barbara McCartney, Regional Business Head, Nestlé Health Science Consumer Care North America. “We want to offer people a variety of options so they can choose a nutritional drink that works best for their health and wellness goals. We created BOOST® Simply Complete™ for people seeking simplicity in their lifestyle and nutritional choices.”

The goal when developing the recipe for BOOST® Simply Complete™ Drinks was to find a way to provide complete nutrition with fewer ingredients, a delicious taste and the convenience people expect from BOOST® Drinks. “We conducted research among consumers to find out what they look for most in a nutritional drink, and which ingredients are best understood and preferred,” said Fariba Roughead, Head of Global Nutrition Translation & Concept Generation Unit, Nestlé Health Science. “We also took care to find ingredient suppliers that meet Nestlé’s high standards for quality.”

Consumers today understand that leading a healthy lifestyle is even more important as they age. In fact, 88 percent of adults agree that healthy eating and exercise are two of the primary ways to promote a vibrant lifestyle.² They look to nutritional drinks to help get additional protein, consume enough vitamins and minerals, and maintain a balanced diet.³ Each 8-fluid-ounce bottle of BOOST® Simply Complete™ Drinks provides 190 calories, 10 grams of protein for muscle health, plus calcium, vitamin D and magnesium to support strong bones.

The package clearly describes each ingredient and its role or benefit. From filtered water for hydration, to milk protein concentrate as a source of high-quality protein, to cane sugar for just a touch of sweetness, it’s all explained on the package.

Both flavors of BOOST® Simply Complete™ Drinks – Dark Chocolate and Vanilla Bean – are soy free, gluten free, kosher, made without corn and suitable for people with lactose intolerance³. For more information on BOOST® Simply Complete™ Drinks, please visit www.boost.com/products/simply-complete.

About Nestlé Health Science

Nestlé Health Science, a wholly-owned subsidiary of Nestlé S.A., is a health-science company engaged in advancing the role of nutritional therapy to change the course of health for consumers, patients and our partners in healthcare. Nestlé Health Science's portfolio of nutrition solutions, diagnostics, devices and drugs targets a number of health areas, such as inborn errors of metabolism, pediatric and acute care, obesity care, healthy aging, and gastrointestinal and brain health. Through investing in innovation and leveraging leading-edge science, we bring forward innovative nutritional therapies with proven clinical, health economic value and quality of life benefits. Nestlé Health Science employs around 3,000 people worldwide and is headquartered in Vevey, Switzerland. For more information, please visit www.nestlehealthscience.us.

BOOST® Products and Nestlé Health Science Innovation

With its comprehensive line of BOOST® nutritional drinks designed to meet a variety of nutritional needs, Nestlé Health Science continues to produce industry-leading innovation in the Adult Nutrition category. In 2011, BOOST® adopted state-of-the-art aseptic technology designed to deliver a great tasting product to delight consumers. In 2012, BOOST Calorie Smart® Drink was introduced to meet the growing consumer demand for a lower-calorie option. In 2014, BOOST® Original Complete Nutritional Drink launched an improved formula, adding 3 grams of Prebio1™ proprietary blend of prebiotic fibers to support digestive health. In 2015, Nestlé Health Science launched the ground-breaking BOOST® Compact Complete Nutritional Drink and BOOST® Calorie Smart® 100 Calories Balanced Nutritional Drink. In 2016, BOOST® Simply Complete™ was launched providing complete, balanced nutrition with only nine ingredients plus a blend of 25 vitamins and minerals. BOOST® products are available in retail stores nationwide. For more information, please visit www.boost.com.

Stay Strong, Stay Active with BOOST®.

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