# Nutrition is Critical to Immune Support, But Key Nutrients may be Missing from Diet in Times of Stress

Supporting the immune system with nutrients such as vitamins C and E, zinc and prebiotics is especially important during stressful times

### Abbott

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Package Length: 1:30	Content provided by: Abbott

### **NEWS PACKAGE**

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SUGGESTED TEASE	THE STRESS OF THE HOLIDAYS CAN TAKE A MAJOR TOLL ON OUR HEALTH.  COMING UP, HOW NUTRITION PLAYS A CRITICAL ROLE IN STAYING HEALTHY AND HOW WE CAN GET THE RIGHT NUTRIENTS TO SUPPORT OUR IMMUNE SYSTEMS.
ANCHOR LEAD	WITH ALL THE PLANNING AND PREPARATION OF THE HOLIDAYS OFTEN COMES A LOT OF STRESS. AND THAT STRESS CAN TAKE A SERIOUS TOLL ON OUR HEALTH. BARB CONSIGLIO HAS THE DETAILS ON SIMPLE WAYS WE CAN SUPPORT OUR IMMUNE SYSTEMS AND MAKE IT THROUGH THE SEASON AS HEALTHY AS POSSIBLE.
(PACKAGE START)CG: Courtesy: Abbott	(Nats - Sound) :02
:00 - :03	(1446 65414) 152
Shots of Erin with kids	ERIN ZIEGLER IS NOT ONLY NAVIGATING DAILY
Shot of Erin talking to mom	LIFE WITH TWO YOUNG CHILDREN, BUT ALSO HELPS CARE FOR HER MOTHER. :05
CG: Erin Ziegler Mom of two	"Sometimes as a parent, you lose sight of yourself and taking care of yourself. And I can't take care of my family and my children if I'm not healthy." :09 / :14
Shots of Erin making healthy snack	IN AN EFFORT TO STAY HEALTHY, ERIN CHANGED HER DIET TO BETTER SUPPORT HER IMMUNE SYSTEM, SOMETHING EXPERTS SAY IS PARTICULARLY IMPORTANT WHEN DEALING WITH STRESS. :07
CG: Barbara Marriage, PhD,	"Any stress, and especially chronic stress, has a real impact on our immune system." :06
Abbott Shots of Erin healthy cooking	WITH SEVENTY PERCENT OF OUR IMMUNE SYSTEMS IN OUR DIGESTIVE TRACT, NUTRITION IS ONE OF THE BEST WAYS TO GIVE OUR BODIES SUPPORT.

Producers and Reporters: To download scripts, video and photos go to:

#### Graphic:

**Nutrient to Support immune** Health: Vitamin C, Vitamin E, B12, **Prebiotics** 

THAT'S WHY NUTRIENTS LIKE VITAMINS C, E AND B-12 TO HELP PROTECT IMMUNE CELLS AND PREBIOTICS TO FUEL HEALTHY GUT BACTERIA ARE SO IMPORTANT.:13

## Barbara Marriage (CG'd earlier)

"Ideally, we would like that people got all of those things from their diet. We all know that that's not true and it doesn't happen, especially during times of stress.":12

Shots of Erin mixing Pedialyte drink

SO SCIENTISTS AT ABBOTT CREATED A PRODUCT THAT COMBINED KEY NUTRIENTS TO SUPPORT THE IMMUNE SYSTEM WITH THE HYDRATING BENEFITS OF PEDIALYTE IN A NEW FORMULA. :07 / :59

### Barbara Marriage (CG'd earlier)

"When you look at what some of these nutrients do, for example, like both B12 and zinc, they help activate immune cells so that you produce more.":10

Shots of Erin Drinking Pedialyte

FOR ERIN, IT'S AN EASY WAY TO GET NUTRIENTS TO SUPPORT IMMUNE HEALTH AND STAY HYDRATED AS SHE TAKES CARE OF HERSELF AND THOSE SHE LOVES. :07

Shots of Erin talking to mom

:02 (Nats of Erin and mom on video chat)

IN COLUMBUS, OHIO, THIS IS BARB CONSIGLIO REPORTING: :02

# (PACKAGE END) -----

STAYING WELL-HYDRATED, OR MAKING SURE TO REHYDRATE AFTER ILLNESS, IS IMPORTANT TO AVOID THE EFFECTS OF DEHYDRATION.YET EXPERTS SAY ABOUT FOUR OUT OF FIVE ADULTS AND MORE THAN HALF OF CHILDREN DON'T DRINK THE RECOMMENDED AMOUNT OF FLUID EACH DAY. SCIENTISTS AT ABBOTT STRESS THAT PEDIALYTE IS SCIENTIFICALLY DESIGNED FOR RE-HYDRATION AND IS AN OPTION FOR BOTH KIDS

ANCHOR TAG

#### **SOCIAL MEDIA**

AND ADULTS.

Share it! Suggested tweet:

Scientists at @AbbottNews have added key nutrients to support the immune system to the hydrating benefits of Pedialyte, providing critical rehydration along with nutrients that might be missing during illness recovery. bit.ly/36KdLvb

Suggested post:

Balanced nutrition is essential to our health, but it can be difficult to get all vitamins and minerals you may need from your diet, especially in stressful times. Scientists at Abbott have added immune-supporting nutrients to the hydration offered by Pedialyte to help rehydrate when recovering from illness. bit.ly/36KdLvb

#### **EXTRA BITES**

# CG: Barbara Marriage, PhD, RD Abbott

Marriage says stress greatly impacts the immune system: "Not exercising, not getting enough sleep, the whole nutrition, that all contributes. :05

Marriage explains the added benefits of Pedialyte with Immune Support:

"Since we had that function and how well it hydrates, we really thought, 'What if we could add nutrients to support the immune system to it? People need the extra fluid, but what about adding some immune supporting nutrients?" :17

CG: Hakim Bouzamondo, MD Abbott

Bouzamondo says researchers came together to develop a formula with immune supporting nutrients:

"R and D people were there to make sure that the right formula was developed, that we were going to launch something that is great for our consumers and patients. It's really this spirit, this unity that brought us all together to deliver the right product to our consumers." :20

Erin says she's focused on keeping herself healthy for her family:

"I've definitely been a little more focused on keeping myself healthy so that I'm able to do the things that I need to do to take care of my children and my mom." :08

CG: Erin Ziegler Mom of two Erin says she's changed her diet and keeps the whole family active:

"I've changed my diet completely. My husband and I have lost substantial amount of weight, trying to keep the kids active outside while they can't be involved in group sports and team sports and things like that." :15

For viewer information on this story contact:
Brandi Martin, Director of Public Relations, Abbott
614-208-1852, brandi.martin1@abbott.com

Produced by:



1800 West 5th Ave. Columbus, Ohio 43212 Phone: (614) 932-9950 Fax: (614) 932-9920 www.mediasourcetv.com

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