



<p>Graphic: Nutrient to Support immune Health: Vitamin C, Vitamin E, B12, Prebiotics</p> <p>Barbara Marriage (CG'd earlier)</p> <p>Shots of Erin mixing Pedialyte drink</p> <p>Barbara Marriage (CG'd earlier)</p> <p>Shots of Erin Drinking Pedialyte</p> <p>Shots of Erin talking to mom</p> <p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p>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</p> <p><i>"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."</i> :12</p> <p>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</p> <p><i>"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."</i> :10</p> <p>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</p> <p>:02 (Nats of Erin and mom on video chat)</p> <p>IN COLUMBUS, OHIO, THIS IS BARB CONSIGLIO REPORTING. :02</p> <hr/> <p>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 AND ADULTS.</p>
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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>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</p> <hr/> <p>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</p>
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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

**CG: Erin Ziegler
Mom of two**

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

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

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