



Livogen® tonic's #RahoStrongIronStrong campaign encourages women to be at their best by overcoming iron deficiency

- >50% of women in India in age group of 15-49 years estimated to be anemic¹
- Campaign urges women to identify symptoms early and overcome iron deficiency through a balanced diet and appropriate supplementation

Mumbai, 23 June, 2020: Continuing its efforts to raise awareness about iron deficiency amongst women in India, Livogen® tonic - a nutritional supplement from Procter & Gamble Health Limited (formerly known as Merck Limited) - announced the launch of #RahoStrongIronStrong -- a campaign designed to help women recognize the early symptoms of iron deficiency and take appropriate steps to overcome them.

Through experiences and anecdotes on daily victories and struggles of women from various spheres of life (beauty, lifestyle, sports, health and wellness, nutrition and fashion), Livogen® tonic aims to equip women to identify the key symptoms of iron deficiency which many tend to overlook as they seem a consequence of their daily stressful lives. These symptoms can include paleness of skin, brittle nails or hair fall, fatigue and difficulty in concentrating, all of which can impact a woman's health, confidence and productivity.

Juggling between their many roles, women do not realise how and when these symptoms become part of their daily existence, and it is this awareness that #RahoStrongIronStrong aims to bring about. The campaign tells stories of regular women and how overcoming such nutritional deficiencies helped them stay fit and meet the demands of their daily busy schedule. The #RahoStrongIronStrong campaign aims to spur women to be more vigilant about the causes of these symptoms, while also educating them to take the right measures to rectify them; also highlighting the need of iron supplementation in consultation with a healthcare practitioner.

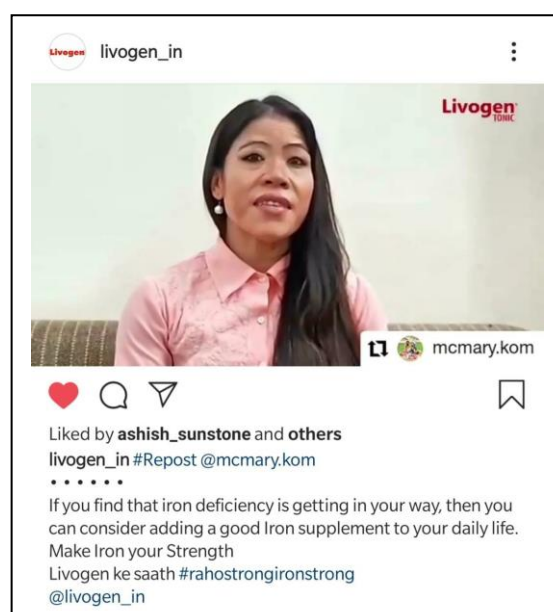
Procter & Gamble Health Limited's Managing Director, Milind Thatte said, "Livogen® - one of India's leading iron supplementation brands - has been dedicated to awareness and education efforts on iron deficiency in our 50 years of presence in India. Livogen® Tonic's new initiative #RahoStrongIronStrong seeks to empower women to be at their best by helping them recognize the symptoms of iron deficiency in daily life, and the actions they can take to prevent and overcome these through a balanced diet and right supplementation."

Mary Kom, an Indian Olympic boxer, adds, "For any individual and especially for a sportsperson, both body and mind need to be fit and alert at all times. That is why I am supporting the #RahoStrongIronStrong campaign. Iron deficiency can cause fatigue and disrupt focus. It is important to know the signs, and if you have the deficiency, to take steps to overcome it, so you can play the game and try to stay in the zone of peak performance."

Watch Mary Kom share her #RahoStrongIronStrong story on the Livogen's® Facebook/Instagram page.

Please consult a healthcare practitioner for right choice of iron supplementation. Some of them may require doctor's prescription.

Facebook page: <https://www.facebook.com/LivogenIN/>
Instagram page: https://www.instagram.com/livogen_in/



¹ International Institute for Population Sciences (IIPS) and ICF. 2017. National Family Health Survey (NFHS-4), 2015-16: India. Mumbai: IIPS.

About Procter & Gamble Health Limited:

Procter & Gamble Health Limited (formerly Merck Limited) is one of India's largest VMS Companies manufacturing and marketing over-the-counter vitamins, minerals, and supplements products for a healthy lifestyle and improved quality of life. Please visit www.pghealthindia.com for the latest news and information about Procter & Gamble Health Limited and its brands.

About Procter & Gamble:

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide.

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