

Nutraceuticals World

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Tylenol Maker Debuts Herbal Supplement Line for Muscle and Joint Health

Kenvue, the maker of Tylenol, has debuted a dietary supplement line designed to support joint comfort and mobility. Proactive Support comes in two patent-pending, drug-free formulas: Muscle & Joint and Muscle & Joint + Stress. Both options contain 250 mg of TamaFlex (a blend of turmeric and tamarind extracts shown to improve joint comfort, flexibility, and function in as early as five days) and 50 mg of calcium per caplet.

The Muscle & Joint variety also contains 20 mg of Q-actin cucumber extract while the Muscle & Joint + Stress formula includes 25 mg of Zembrin *Sceletium tortuosum* extract.

"As the #1 selling pain relief brand in the U.S. with more than 60 years of experience, we are proud to use our heritage to offer science-backed, proactive options to improve joint health and further our mission to Care Without Limits," said Jen Gow, head of U.S. pain at Kenvue. "This launch expands the Tylenol brand into the supplement space and provides consumers an offering to build a more complete toolkit for wellness."

"This collaboration with the Makers of Tylenol marks an exciting milestone for TamaFlex and for consumers looking for the strength of clinically supported ingredients found in Proactive Support, users can experience improved joint comfort and mobility."



Proactive Support comes in two patent-pending, drug-free formulas: Muscle & Joint and Muscle & Joint + Stress.

Consumers can find Proactive Support at major retailers including Amazon, Walmart, and CVS. The manufacturer's suggested retail price is \$19.99.

Tylenol is collaborating with several partners to promote the launch, including actor Molly Shannon. Across social media, experts Tatiana Lampa, a corrective exercise specialist, and Kathleen Benson, RDN, will recommend holistic ways for consumers to support their joint health through movement and nutrition.

"I often recommend that my clients add ingredients like turmeric that have been associated with potential health benefits to their diets, and the ingredient blend in Proactive Support from Tylenol is clinically shown to help the body support healthy joints," said Benson. "By stretching, taking a daily Proactive Support supplement and following a strength training routine, consumers can take an active role in managing joint comfort and flexibility."