

The Doctors and CVS Pharmacy: “Prescription for Health”

- Year-round program of weekly on-air segments addressing pharmaceutical concerns and how-to topics, including:
 - “Uses for Hydrogen Peroxide”
 - “What’s in your medicine cabinet?”
 - “Treating nose bleeds”
- On-Air Branding
 - “CVS Pharmacy: A Prescription for Health” logo used to introduce segment and visible on studio signage
 - CVS Pharmacy logo on-air during entire segment
 - CVS branded products used where appropriate
 - Host acknowledgement of CVS
- Online messaging
 - Links to CVS from *The Doctors* website
 - Videos included in show archives
- CVS is also featured within 3-5 minute “total wellness” integrations during health-sensitive time periods like Flu Season and Summer Protection



For more information, contact:
 Marc Weinhouse 212.708.8263
 Marc.Weinhouse@cbs.com