ALMOST 42 % OF ALL PREGNANT WOMEN WORLDWIDE ARE THOUGHT TO BE IRON DEFICIENT[22]

Children in the first 5 years of life are especially vulnerable to iron deficiency[2]

Almost 42 % of South African children are iron deficient[23]

Globally, 47 % of children under 5 years are anaemic[24]

WHO 1993-2005 study

50 % of anaemia cases are due to iron deficiency[24]

Iron 50 mg per 5 ml syrup
Iron 100 mg per D.S. chewable tablet
Iron 50 mg & folic acid 150 µg per capsule

Ferrimed®
Iron polymaltose

TAKE CONTROL OF YOUR IRON WITH FERRIMED® S.A.'S #1 PRESCRIBED IRON TREATMENT[8,25-28]

- Formulated to not overload the iron transport system and therefore it has a favourable side effect profile[27]
- Is clinically proven to be effective in correcting iron levels, with fewer and milder side effects compared to ferrous iron supplements[25-28]

IF YOU ARE IRON DEFICIENT SPEAK TO YOUR PHARMACIST ABOUT FERRIMED®.

Available without a prescription.

Iron deficiency needs to be confirmed by laboratory tests

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ARE YOU EXPERIENCING ANY OF THE FOLLOWING SIGNS OR SYMPTOMS?

- Shortness of breath[1]
- Cold intolerance[2]
- Unusual cravings for non-food items such as dirt and ice[1]
- Decreased exercise performance[3]
- Restless leg syndrome[4]
- Paleness[1]
- Ulcers in your mouth[5]
- Hair loss[4]
- Dizziness, irritability and loss of concentration[1,6]
- Fatigue[1,4]
- Headaches[1]
- Brittle or spooned-shaped nails[4,7]

Speak to your doctor. Iron deficiency needs to be diagnosed by a blood test. If you experience any of these signs or symptoms you may be suffering from iron deficiency (ID)

FERRIMED® - S.A.'S #1 PRESCRIBED IRON TREATMENT[8]

Iron 50 mg per 5 ml syrup
Iron 100 mg per D.S. chewable tablet
Iron 50 mg & folic acid 150 µg per capsule

Ferrimed®
Iron polymaltose

1 IN 2 SOUTH AFRICAN WOMEN ARE IRON DEFICIENT[9]

A lack of iron could leave you feeling tired

Your body needs iron to produce a substance called haemoglobin.[10] Haemoglobin is formed in your red blood cells and carries oxygen to your organs.[11] If your body has a lack of oxygen, you can feel tired and out of breath.[1,5] Iron is also important for the production of energy in cells and as a component of enzymes.[9-11]

Causes of iron deficiency (ID) include:

- Lack of iron in the diet[1,12]
- Blood loss[1,12]
- Your body may not be able to absorb the iron from the food you eat[1,12]
- Increased needs[1,12]

If you fall within any of these groups, you may be iron deficient

Women of reproductive age

Menstruation
- During each menstrual cycle you lose blood, which contains iron. If the amount of iron in your diet does not match what is lost, you could become iron deficient.[1,12]

Pregnancy
- Iron deficiency is common during pregnancy as pregnant women have higher iron requirements for the growth of the placenta and a healthy baby.[1,13]

Post-partum
- Iron deficiency is common after giving birth due to blood loss at delivery.[13,14]

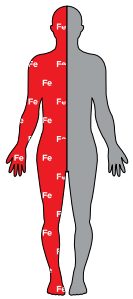
People living active lifestyles

- Iron is important for energy production and carrying oxygen to your muscles. If you have insufficient iron stores it will impact your well-being and athletic performance.[3]
- High-intensity exercise places you at an increased risk of depleting your iron stores.[3]

Lack of iron in diet

- Your body gets the iron it needs from the food you eat. Iron-enriched foods include meat, eggs and leafy green vegetables and iron-fortified foods. If you follow a restricted vegetarian diet, you may have a greater risk of iron deficiency. [1]

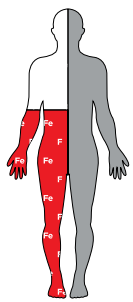
WHAT IS THE DIFFERENCE BETWEEN IRON DEFICIENCY AND IRON DEFICIENCY ANAEMIA?



Normal
Iron stores full
Haemoglobin levels normal

Fe Iron stores

Haemoglobin levels

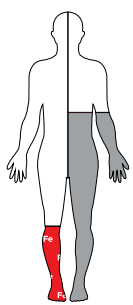


Iron deficiency
When your body does not have enough iron to meet its daily needs and it starts using its iron stores.[15,16]

Iron stores low
Haemoglobin levels normal

Fe Iron stores

Haemoglobin levels



Iron deficiency anaemia
When your body's iron stores are depleted and your body is unable to produce the haemoglobin that carries oxygen to the rest of your body.[15,17]

Iron stores depleted
Haemoglobin levels low

Fe Iron stores

Haemoglobin levels

adapted from Tussing-Humphreys, *et al.*

Iron deficiency can cause symptoms and impair quality of life, even when fully developed anaemia is not yet present.[4]

TREATMENT VS. SUPPLEMENT IN THE MANAGEMENT OF IRON DEFICIENCY AND IRON DEFICIENCY ANAEMIA

The underlying cause of ID and IDA should be treated to prevent further iron loss.

Guidelines recommend a dose of 100 - 200 mg elemental iron daily for the treatment of iron deficiency and iron deficiency anaemia [18-21]

Supplements contain 24 mg or less of elemental iron

Ferrimed® Capsules
- Sugar-free 50 mg elemental iron as iron(III)-hydroxide polymaltose complex and 150 µg folic acid

Ferrimed® D.S Chewable Tablets
- Sugar free 100 mg elemental iron as iron(III)-hydroxide polymaltose complex

Ferrimed® Syrup
- Each 5 ml contains 50 mg elemental iron as iron(III)-hydroxide polymaltose complex

Suitable for:
- Low birth weight infants
- Infants and children ≤ 12 years
- Adults who cannot tolerate capsules or tablets

*A review of US, UK, Canada and SA Guidelines

Speak to your healthcare provider about Ferrimed® – S.A.'s #1 prescribed iron treatment.[8]

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Iron polymaltose