

Are you tired of being tired?

Support your busy lifestyle with strong iron health







Are you feeling exhausted or irritable?

Do you notice pale skin, brittle nails or hair loss?

You could have low iron.

In Canada, 8% of females aged 3-79 years old have blood work that show signs of low iron¹. Iron deficiency anemia is an advanced stage of iron depletion.



Low iron levels in the body lead to Iron Deficiency Anemia (IDA) over time, and untreated IDA may be life-threatening

IRON DEFICIENCY ANEMIA (IDA)

THE IMPORTANCE OF IRON HEALTH

Iron deficiency anemia is a condition that develops when your body doesn't have enough iron to produce healthy red blood cells.

Iron is important in maintaining many body functions, including the production of hemoglobin, the molecule in your blood that carries oxygen. Iron is also necessary to maintain healthy cells, including skin, hair, and nails. During periods of rapid growth such as infancy, childhood and pregnancy, iron health is important.

Without enough iron to maintain good hemoglobin levels, your body isn't able to carry as much oxygen to your organs and muscles. Over time, this lack of oxygen puts more workload for body organs such as the heart and lungs, impairment of the immune responses, and failure to be active and productive in daily life. IDA can be especially serious for people with respiratory, cardiac, or other underlying conditions.

It is important to treat IDA as soon as possible, stick with treatment until iron reserves are restored and also maintain iron health.

Increased Iron Needs, such as:

Physiologic State:

- Menstruation
- Rapid growth spurts (infants, children, adolescents)
- **Pregnancy** (2nd/3rd trimester)
- Lactation

Blood Loss:

- Gastrointestinal (GI) bleeding due to various reasons
- · Heavy menstrual bleeding or blood in the urine
- Regular blood donation
- Post-surgery with significant blood loss
- Endurance athletes

Decreased Iron Availability, due to:

Decreased Intake:

- Low Iron Diet (vegetarian/vegan, malnutrition)
- Eating disorder
- · Alcohol use disorder
- Age (above 65 years old)

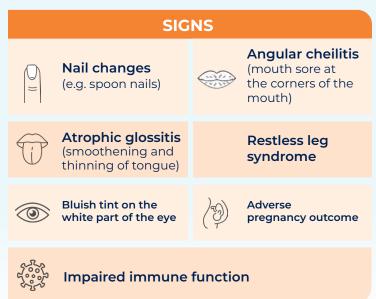
Decreased Absorption:

- **Diet** (carbonated drinks, coffee, etc.)
- Upper GI pathology (chronic gastritis, gastric lymphoma, celiac disease)
- Medications that decrease gastric acidity or **bind iron** (e.g. antiacids/PPIs)
- Gastrectomy or duodenal bypass
- Bariatric surgery
- Chronic renal failure
- Pediatric short bowel syndrome[†]

†The loss (either congenital or acquired) of an extensive length of the child's small intestine resulting in an inadequate absorption of enteral nutrients

Common symptoms and signs of iron deficiency in adults include^{2,3}:

SYMPTOMS Fatigue/shortness Ice craving of breath **Light-headedness Headaches** Chest pain Cold intolerance Irritability/ Hair loss depression Decreased exercise performance, or difficulty in daily regular activities



Consult your health care practitioner if you are concerned about your iron health, or if you experience any of these signs or symptoms.

TREATMENT OF IRON DEFICIENCY ANEMIA

To treat iron deficiency anemia, high dose iron supplementation is usually required. The doses required are higher than found in the daily diet or through a daily multivitamin⁴.

Guidelines suggest a typical therapeutic dose of 100 to 200 mg of elemental iron per day for treatment of iron deficiency anemia in adults³. The amount of elemental iron differs with various preparations². Always read the label of a product for the amount of elemental iron, and whether it is for 'prevention' or 'treatment' of iron deficiency anemia.

Feramax® Pd Therapeutic 150 contains 150 mg of elemental iron in each capsule which makes it convenient for easy, once-daily dosing, indicated for the treatment of iron deficiency and iron deficiency anemia, and is certified vegan.



Prevention of iron deficiency and maintenance of normal iron levels

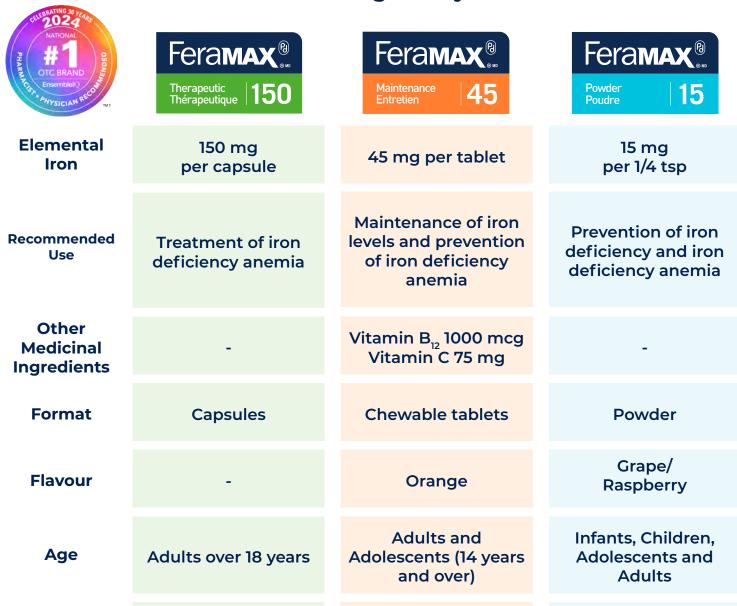
Eating iron-rich foods and taking a maintenance iron supplement are keys to maintaining your iron health and preventing iron deficiency.

Scan this QR code for iron-rich foods:



Feramax® Pd Maintenance 45 is a new and unique oral iron supplement with 45 mg of elemental iron, available as an orange-flavored, chewable tablet with a convenient once-daily dose for prevention of iron deficiency and maintenance of normal levels of iron in the body for adults and adolescents (14 years and over). 45 mg of iron per day is the tolerable upper intake level (UL)* for adolescents over 14 years of age and adults⁵.

Ask your health care practitioner which Feramax® could be right for you:



or weight dependant)

1 tablet daily

Pack
Size

30 or 100 capsules

30 chewable tablets

83 g (120 x 15 mg doses) powder

Size 30 or 100 capsules 30 chewable tablets doses) powder

Certified

These products may not be right for you. Always read and follow the label. If you suspect iron deficiency, talk to your HCP and take as directed.

Follow us:

Vegan

Dosage



1 capsule daily



1.888.439.0013 feramax@biosyent.com

1/4 - 3/4 tsp daily (age

1. Iron sufficiency of Canadians Statistics Canada. https://www150.statcan.gc.ca/n1/pub/82-003-x/2012004/article/11742-eng.htm 2. BC Guidelines.ca.Iron Deficiency - Diagnosis and Management.[last modified 2019 Apr17; cited 2023 Jun8]. Available from: https://www2.gov.bc.ca/assets/gov/health/practitioner-pro/bc-guidelines/full_guideline_-_iron_deficiency.pdf. 3. Alberta Medical Association.Iron Deficiency Anemia (IDA) Clinical Practice Guideline [last modified 2018 Mar; cited 2023 Jun8]. Available from: https://actt.albertadoctors.org/CPGs/Lists/CPGDocumentList/IDA-CPG.pdf. 4. https://www.hematology.org/education/patients/anemia/iron-deficiency. Last accessed on 2023 Jun08 5. Health Canada's Dietary reference intakes tables; available online at: https://www.canada.ca/en/health-canada/services/food-nutrition/healthy-eating/dietary-reference-intakes/tables.html (Last accessed 2023, Jun08) † Pharmacy Practice + Business and Profession Santé 2024/The Medical Post and Profession Santé 2024 – Survey on OTC Counselling and Recommendations

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