



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)

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.

THE IMPORTANCE OF IRON HEALTH

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.

MAIN FACTORS CONTRIBUTING TO RISK OF IRON DEFICIENCY^{2,3}

Increased Iron Needs, such as:

Decreased Iron Availability, due to:

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

SIGNS

	Nail changes (e.g. spoon nails)		Angular cheilitis (mouth sore at the corners of the mouth)
	Atrophic glossitis (smoothing and thinning of tongue)	Restless leg syndrome	
	Bluish tint on the white part of the eye		Adverse pregnancy outcome
	Impaired immune function		

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.

*Upper Limit: the highest average daily nutrient intake level likely to pose no risk of adverse health effects to almost all individuals in a given life-stage and sex group. The UL is not a recommended level of intake; as intake increases above the UL, the potential risk of adverse effects increases.

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



Elemental Iron

150 mg per capsule

45 mg per tablet

15 mg per 1/4 tsp

Recommended Use

Treatment of iron deficiency anemia

Maintenance of iron levels and prevention of iron deficiency anemia

Prevention of iron deficiency and iron deficiency anemia

Other Medicinal Ingredients

-

Vitamin B₁₂ 1000 mcg
Vitamin C 75 mg

-

Format

Capsules

Chewable tablets

Powder

Flavour

-

Orange

Grape/
Raspberry

Age

Adults over 18 years

Adults and Adolescents (14 years and over)

Infants, Children, Adolescents and Adults

Dosage

1 capsule daily

1 tablet daily

1/4 - 3/4 tsp daily (age or weight dependant)

Pack Size

30 or 100 capsules

30 chewable tablets

83 g (120 x 15 mg doses) powder

Certified Vegan



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:



www.feramax.com



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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