TAKE**IRON**SERIOUSLY

WOMEN'S HEALTH
AND
Iron Deficiency

Iron is needed to carry oxygen in your blood around your body giving you energy and helping you concentrate.[1]

Iron also helps keep your immune system healthy, allowing you to fight off infections.[2]

As a woman, there are times in your life when you are at greater risk of not having enough iron.[3]

Menstruation and Iron Deficiency

ARE YOUR PERIODS UNUSUALLY HEAVY?

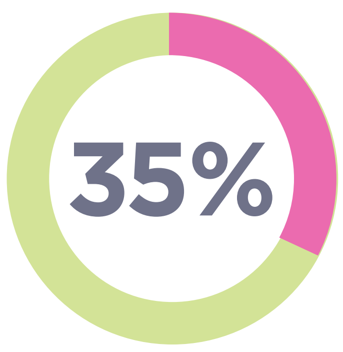
1. Using double sanitary protection?
2. Passing large blood clots?
3. Leaking through clothes onto bedding?
4. Changing pad/tampon after less than 2 hours?

1 in 10 women suffer from heavy menstrual bleeding[4]

DURING MENSTRUATION
women may require up to
DOUBLE THE IRON X2
in their diet as compared to men.[3]

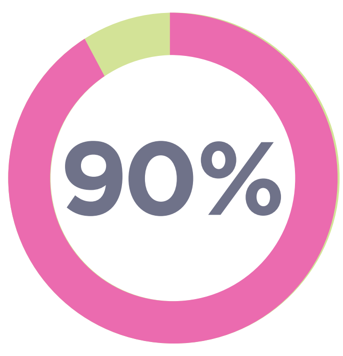
Iron Deficiency Risks During Pregnancy

EARLY ON



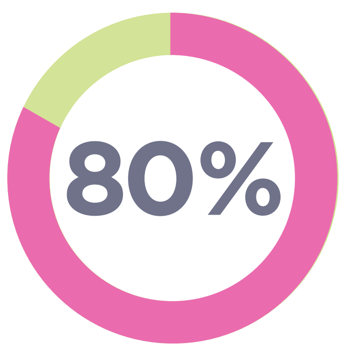
You will increase the number of red blood cells you have by 35%.[5] Your body needs iron to do this.[5]

BY 30 WEEKS

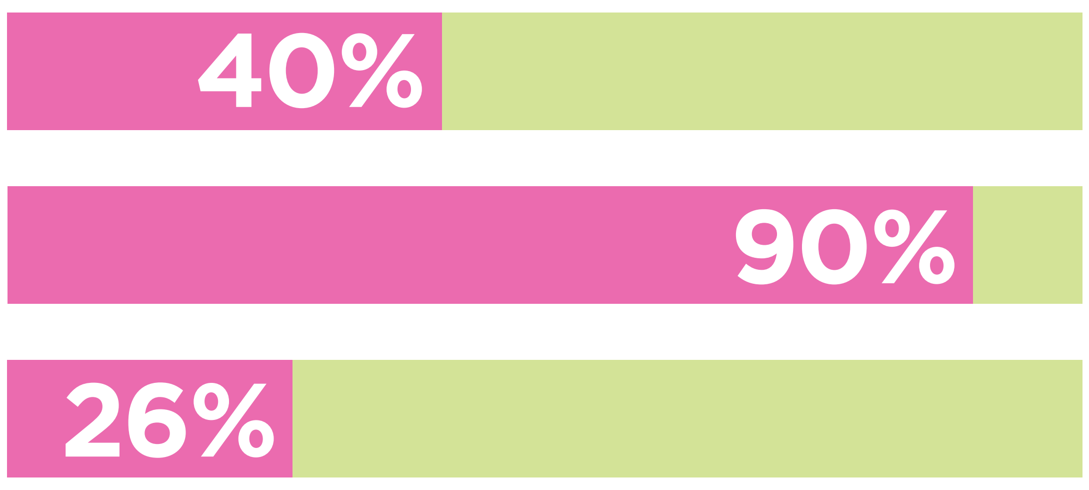


Your body works to absorb 90% of the iron you eat which is 3 times as much as at 8 weeks.[5]

LAST TRIMESTER



Your baby stores 80% of the iron it needs to continue to grow for the first 6 months of its life.[6]



WOMEN ENTER PREGNANCY WITHOUT ENOUGH IRON[7]

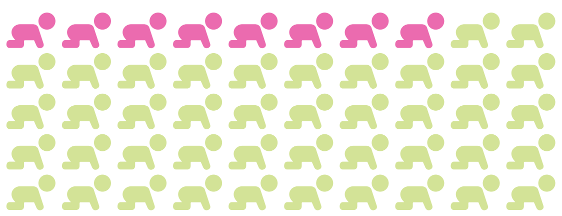
WOMEN DO NOT GET ENOUGH IRON DURING PREGNANCY[8]

WOMEN ARE IRON DEFICIENT ONE WEEK AFTER A NORMAL DELIVERY[9]

Iron Needs for You and Your New Baby

Iron Deficiency Anaemia
in developed countries affects

16% of babies under 1 year[10]



25% of 1-5 year olds[11]

6% of 5-14 year olds[12]

VIFOR PHARMA

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