

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 bleeding⁴



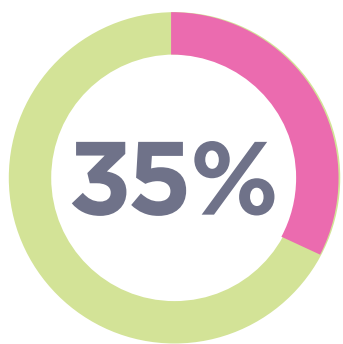
DURING MENSTRUATION women may require up to

DOUBLE X THE IRON

in their diet as compared to men.³

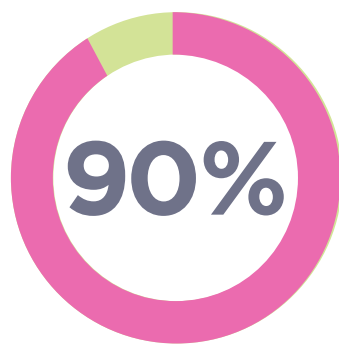
Iron Deficiency Risks During Pregnancy

EARLY ON



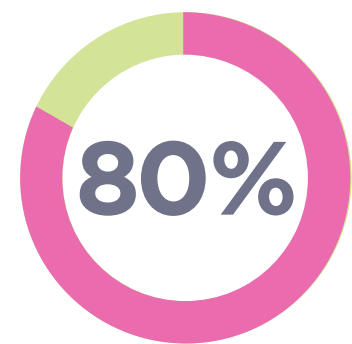
You will increase the number of red blood cells you have by 35%.⁵ Your body needs iron to do this.⁵

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

40%

WOMEN ENTER PREGNANCY WITHOUT ENOUGH IRON⁷

90%

WOMEN DO NOT GET ENOUGH IRON DURING PREGNANCY⁸

26%

WOMEN ARE IRON DEFICIENT ONE WEEK AFTER A NORMAL DELIVERY⁹

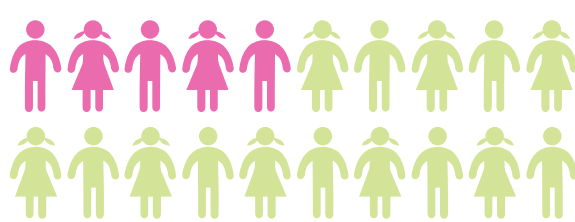
Iron Needs for You and Your New Baby

Iron Deficiency Anaemia in developed countries affects

16% of babies under 1 year¹⁰



25% of 1-5 year olds¹¹



6% of 5-14 year olds¹²



Vifor Pharma, a company of the Vifor Pharma Group, is a world leader in the discovery, development, manufacturing and marketing of pharmaceutical products for the treatment of iron deficiency. The company also offers a diversified portfolio of prescription and non-prescription medicines. Vifor Pharma's operational headquarters are in Zurich, Switzerland, and the company has an increasingly global presence and a broad network of affiliates and partners around the world. For more information about Vifor Pharma, please visit www.viforpharma.com.

Takeironseriously.com is intended to provide educational information to an international audience, at the exclusion of US residents. All information contained herein is intended for educational purposes only and should not be used to replace a discussion with a healthcare professional. All decisions regarding patient care must be handled by a healthcare professional, and be made based on the unique needs of each patient.

1. Ballin A, Berar M, Rubinstein U, Kleter Y, Hershkovitz A, Meytes D. Iron state in female adolescents. Am J Dis Child. 1992 Jul;146(7):803-5. 2. Dhur A, Galan P, Hercberg S. Iron status, immune capacity and resistance to infections. Comp Biochem Physiol. 1989;94A(1):11-19. 3. Zimmermann M, Hurrell R. Nutritional iron deficiency. Lancet.2007;370:511-520. 4. Liu Z, Doan Q V, Blumenthal P, Dubois RW. A systematic review evaluating health-related quality of life, work impairment, and health-care costs and utilization in abnormal uterine bleeding. Value Health. 2007;10(3):183-94. 5. Bothwell TH. Iron requirements in pregnancy and strategies to meet them. Am J Clin Nutr. 2000;72(Suppl):257S-264S. 6. Robert D, Baker, Frank R. Greer Clinical and the Committee on Nutrition Clinical Report_Diagnosis and Prevention of Iron Deficiency and Iron-Deficiency Anemia in Infants and Young Children (0 - 3 Years of Age) Pediatrics 2010;126;1040 DOI: 10.1542/peds.2010-2576 7. Milman N. Prepartum anaemia: prevention and treatment. Ann. Hematol. 2008;87(12):949-59. 8. Scholl TO. Maternal iron status: relation to fetal growth, length of gestation, and iron endowment of the neonate. Nutr. Rev. 2011;69 Suppl 1:S23-9 9. Milman N. Iron supplementation in pregnancy. Dan. Med. Bull. 1991. 10. McLean E, Cogswell M, Egli I, Wojdyla D, de Benoist B. Worldwide prevalence of anaemia, WHO Vitamin and Mineral Nutrition Information System, 1993-2005. Public Health Nutr. 2009;12(4):444-54. doi:10.1017/S1368980008002401. 11. Radlowski EC, Johnson RW. Perinatal iron deficiency and neurocognitive development. Front Hum Neurosci. 2013;7:1-11 12. World Health Organization. Iron deficiency anaemia. Assessment, prevention and control: A guide for programme managers.; 2001:1-114. Last updated: 01 October 2020