

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



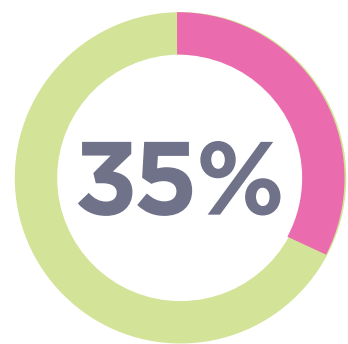
DURING MENSTRUATION women may require up to

DOUBLE THE IRON

in their diet as compared to men.³

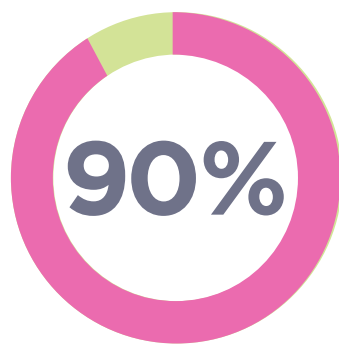
Iron Deficiency Risks During Pregnancy

EARLY ON



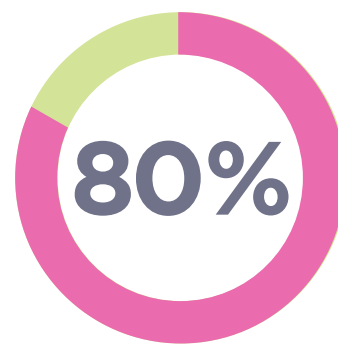
You will increase the number of red blood cells you have by 35%.⁵ Your body needs iron to do this.⁵

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

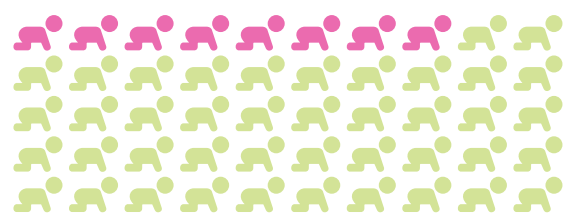
26%

WOMEN ARE IRON DEFICIENT ONE WEEK AFTER A NORMAL DELIVERY⁹

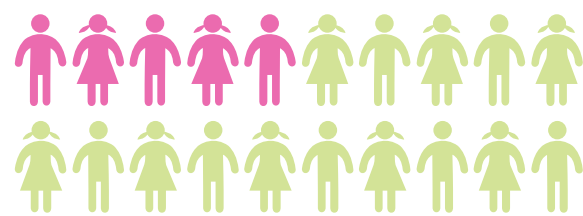
Iron Needs for You and Your New Baby

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 medicines as well as over-the-counter (OTC) products. Vifor Pharma, headquartered in Zurich, Switzerland, has an increasingly global presence and a broad network of affiliates and partners around the world.

For more information about Vifor Pharma and its parent company Vifor Pharma Group, please visit www.viforpharma.com

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