Active Iron Pregnancy

Ground-breaking patent protected formula clinically proven to achieve double the absorption rate of standard ferrous sulphate.¹

Product Highlights
17mg of elemental iron per capsule (121% of the nutritional reference value of this mineral)

Kind and Strong formula
Supports iron levels throughout pregnancy.
Helps reduce gut irritation and inflammation which can reduce unwanted side effects such as constipation, nausea, reflux and flatulence.

Tolerable
Can be taken on an empty stomach.

Easy to absorb
2x better absorption vs standard iron sulphate.²

Free from
Artificial preservatives, gluten, yeast, sugar.

Suitable for
Women who are pregnant, breastfeeding or are trying to conceive, vegetarians.

Increased demand for iron during pregnancy

The demand for iron increases threefold during pregnancy to meet the demands of the growing fetus and placenta, as well as maternal adaptations to pregnancy.³ It is estimated that 30-40% of pregnant women are iron deficient in industrialised counties and almost one in four women in the UK have iron deficiency anaemia.⁴

Iron deficiency during pregnancy is associated with several complications including increased risk of preterm birth, lower birth weight and perinatal mortality.⁵,⁶ It is also linked to maternal postpartum fatigue and depressive symptoms, and infant iron deficiency in the first three months of life.²,³ Preventing iron deficiency therefore offers considerable benefits to both mother and baby.

Dietary changes alone are insufficient

The amount of iron absorption depends upon the amount of iron in the diet, its bioavailability and physiological requirements. Data shows that the average daily intake of iron from food in the UK is 10mg, of which 10-15% is absorbed. The capacity for absorption is enhanced in pregnancy but physiological iron requirements increase from 1–2 mg to 6 mg per day, and then to 27 mg in the latter half of pregnancy.

It has recently been advised that the iron levels of pregnant individuals should be proactively managed with a low-dose iron supplement.⁷ Once a woman becomes iron deficient during pregnancy, dietary sources of iron will be insufficient to replenish levels and oral iron supplementation is recommended.²,³,⁸

Side effects are common and affect compliance

There are many iron supplements available over the counter. Ferrous sulphate is considered the ‘gold standard’ and is the most commonly prescribed form in the UK.³ However, oral iron supplements can have limitations: only a small percentage of the iron is absorbed (around 10-15%)¹⁰ and side effects are common, which may in turn lead to poor compliance.

Estimates of the incidence of gastrointestinal side effects with iron supplementation range from 30-47%.¹¹ In pregnancy, the side effects of iron supplementation may be compounded by those of the growing fetus, such as nausea, heartburn and constipation. Adverse effects are a common cause of non-compliance with treatment: up to 50% of patients are thought to discontinue iron supplements because of unwanted side effects.¹²
Active Iron offers a unique formula to increase absorption and reduce side effects

Active Iron is a **ground-breaking iron supplement** that delivers iron sulphate in a whey protein formulation to the duodenum, the site of absorption. This not only **increases the amount of iron absorbed**, it also **helps protect the gut lining from iron-related oxidative stress and damage** resulting in **fewer side effects**. Active Iron pregnancy is formulated for women during all stages of pregnancy, including those who are breastfeeding.

**Better absorption than ferrous sulphate**

Clinical evaluation of Active Iron showed **significantly greater absorption of iron** when compared with the gold standard of iron, ferrous sulphate. In this controlled, pharmacokinetic study of 21 healthy participants who were mostly women, iron absorption with Active Iron was double that of ferrous sulphate alone.13

**Kinder on the digestive tract**

In vitro studies with gut epithelial cells showed **lower toxicity with Active Iron** than with an equivalent dose of ferrous sulphate.

**Active Iron Pregnancy**

Available over-the-counter, each capsule of Active Iron Pregnancy contains 17mg of elemental iron, which is 121% of the nutritional reference value of this mineral. Clinically proven to have double the absorption rate of standard ferrous sulphate, Active Iron’s formula is **designed to help reduce gut irritation** and so is **gentle enough to take on an empty stomach**.15

**Visit** activeiron.com/maternity **to redeem your free sample.**

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**Endnotes**


14 Ibid.

15 Ibid.