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Product Benefits

As a pharmaceutical company, the highest possible standards for production and quality control are applied (according to GMP guidelines)

- All raw materials are tested for identity and purity
- Strict quality controls supported by detailed documentation at all stages of production
- We leave our products as natural as possible. This means no chemical preservatives, colourings or flavourings are used.

As a result, Salus-Haus provides a range of quality and natural liquid supplements, herbal teas and tablets which are second to none.



NATURAL HEALTH CARE SINCE 1916

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IRON and PREGNANCY



An essential guide on the importance
of iron throughout pregnancy



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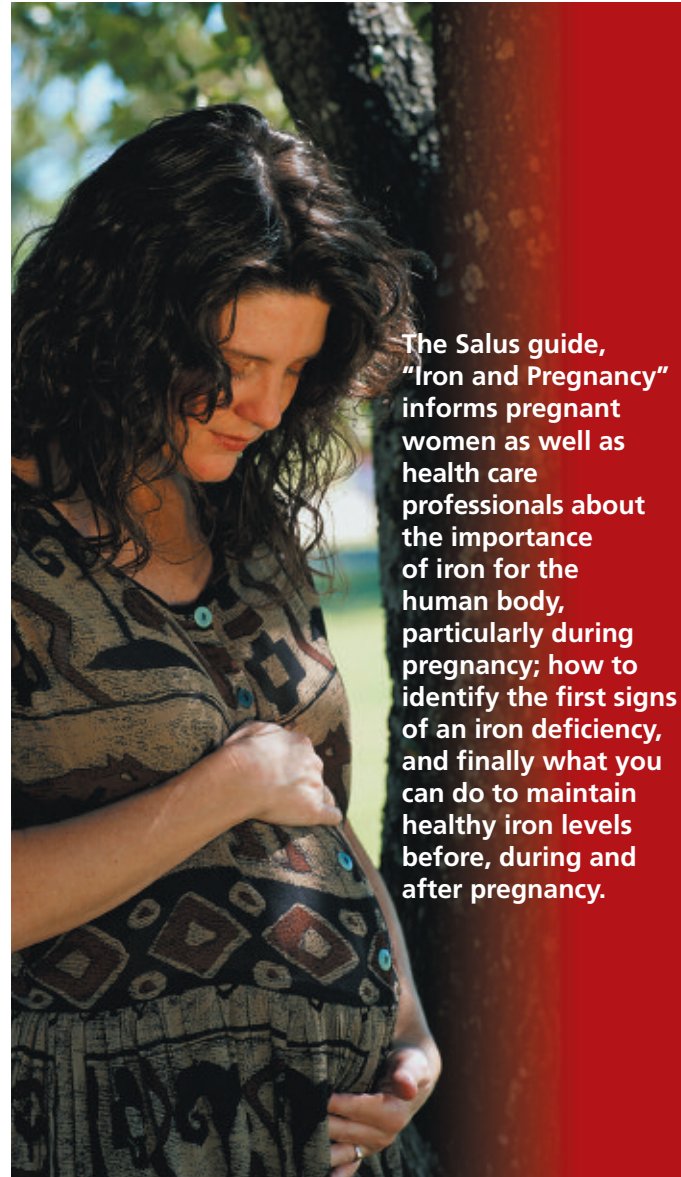
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Foreword



The Salus guide, “Iron and Pregnancy” informs pregnant women as well as health care professionals about the importance of iron for the human body, particularly during pregnancy; how to identify the first signs of an iron deficiency, and finally what you can do to maintain healthy iron levels before, during and after pregnancy.

Pregnancy and Diet

The nine months of pregnancy is not always an easy and enjoyable time for the mother. Despite the excitement and anticipation of the new arrival, there are many unpleasant symptoms that can come alongside pregnancy, including: nausea, tiredness and a lack of energy.

It is essential for the new mother to take extra care of herself as pregnancy requires her body to be at maximum performance levels. It is important to compensate for the extra demand placed on the body by having plenty of sleep, taking sufficient exercise and following a healthy balanced diet, which meets the changes in demand due to pregnancy.



✘ some foods to avoid

Foods that should be avoided are:

- certain cheeses such as brie, camembert and blue-veined cheese
- pâté
- raw or partially cooked eggs, raw and undercooked meat
- shark, swordfish and marlin, raw shellfish
- alcohol
- more than 300mg caffeine per day
- liver products and supplements containing vitamin A

Diet... what your body now needs in particular

Calcium

The increased demand for calcium can be covered by eating a sufficient amount of dairy products including: yogurt, milk and cheese. Soya milk is a good option for those suffering from lactose intolerance.



Iron

Our bodies need iron for the formation of red blood cells and for metabolism. During pregnancy the iron levels in the blood are monitored on a regular basis as the demand for iron is increased. To help maintain healthy iron levels it is often recommended to take an iron supplement which is gentle to the stomach and is absorbed well by the body.

Iodine

Plays an important role in the development of the baby.

Natural sources include:

- sea fish
- kelp



Fibre

Helps in the prevention of constipation.

Natural sources include:

- wholegrain bread
- pasta
- pulses
- veg, fruits, cereals



Starches

Complex carbohydrates such as brown rice, brown pasta and wholemeal bread for a slow energy release.

Folic acid

Particularly important in the first few months when the neural tube is formed. It is recommended to take a supplement containing 400 micro grams per day.

Natural sources include:

- tomatoes
- broccoli
- green leafy veg
- cauliflower



Protein

Natural sources include:

- lean meat
- chicken
- fish
- eggs
- pulses



The Blood

Our blood consists of 52% water. It also contains: proteins, nutrients, enzymes, hormones and blood cells (red and white blood corpuscles and blood platelets).

In total there is approximately 4-6 litres of blood circulating in our body and the quality of this blood is vital for good health.

Iron is very important for the formation of haemoglobin, which is the red pigment of the blood cells and responsible for the transport of oxygen from the lungs to all the body cells. It is also responsible for carrying carbon dioxide back to the lungs where it will be exhaled at the end of this process.

An adult has an unbelievable 25,000 billion red blood cells at their disposal however they need to be replaced every four months by a new generation of cells. This tremendous job can only be done if we supply our bodies with sufficient quantities of iron. As our bodies cannot produce iron, we have to get it through the diet. The iron we gain from our diets will then mainly be used for blood formation and the rest goes into storage.



Healthy Iron Levels

The iron content in a healthy adult averages between 3.5-5g. Approximately 65-70% of which is part of the haemoglobin, 25% is part of the iron storage (ferritin) and 5% is part of the functional iron (myoglobin).

A healthy balanced diet containing iron-rich foods can normally provide our bodies with an adequate amount of iron. However there are extra demands placed on a woman's body which often make it difficult to provide enough iron from food alone. During menstruation a woman can lose 2mg a day and the demand for iron increases greatly during pregnancy and breastfeeding as she must provide this nutrient for her baby too.

Iron Demand During Pregnancy and Breastfeeding

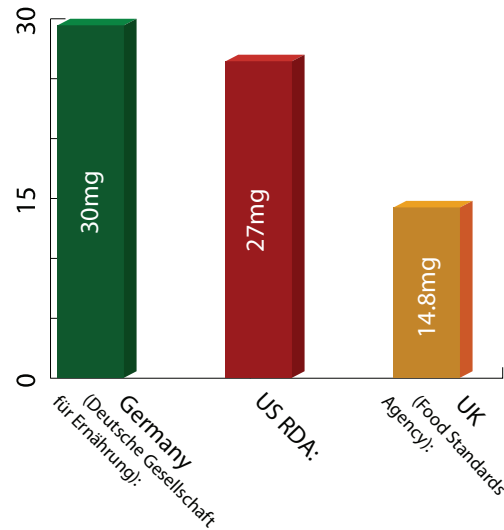


During pregnancy the iron demand can rise significantly. Iron is essential for the transport of oxygen between the mother and her foetus as well as providing the baby with sufficient iron stores for the first few weeks following the birth. Iron is also essential for foetal growth particularly for normal brain development and to help prevent maternal anaemia. The blood volume increases considerably and consequently more iron is needed to form red blood cells. As it is difficult to meet this extra demand through a balanced diet alone, it is often recommended to take an iron supplement from week 13 or even earlier.

Unfortunately there is no universally agreed definition of the recommended daily intake of vitamins and minerals in pregnancy. Many individual circumstances of a pregnant woman have to be considered such as: her socio-economic, cultural and religious background, as well as her eating habits.

Women are generally advised to seek advice of their GP or midwife before taking supplements during pregnancy.

Recommendations of Iron Intake for Pregnant Women



The UK RDA is based on the assumption that all women of childbearing age should have sufficient iron stores to cope with the metabolic demands made by pregnancy; due to the cessation of menstrual losses and by the mobilisation of maternal stores and increased intestinal absorption. However, when iron stores are inappropriately low at the start of pregnancy, supplementation with iron may be necessary.

In 2002 the Danish Food Directory found that approximately 40% of women between the ages of 15 and 55 suffer from a lack of iron; and approximately 75% of all women who want to become pregnant show clear iron deficiencies. This means these women are very likely to deplete their iron stores during pregnancy which could result in anaemia.

What are the Signs of Low Iron Levels?

A lack of iron is the most common mineral deficiency in the world according to the World Health Organisation. It happens when the iron supply cannot meet the iron demand.

The following symptoms may signal an iron deficiency and a need to check your iron levels:

- persistent tiredness
- concentration problems
- lack of energy
- reduction in endurance
- pale skin
- brittle hair and nails



Criteria for Iron Supplements

When deciding which iron supplement to take it is important that it contains iron compounds which can be easily absorbed by the body. Our body mainly absorbs iron in bivalent form due to the pH value in the upper small intestine, therefore pregnant and breastfeeding women should aim to take a supplement that contains bivalent iron (such as iron gluconate). Additionally the supplement should contain vitamin C as this enhances the iron absorption. Liquid supplements generally are better absorbed than tablets or capsules.

Substances which enhance iron absorption are:

- vitamin C
- amino acids

Substances which reduce iron absorption are:

- tannins which are contained in coffee or black/green tea
- vitamin E
- calcium (milk products)
- zinc
- oxalic acid (contained in rhubarb)
- phytates (contained in rice and soy)
- antacids
- various pharmaceuticals

Therefore it is recommended to take iron supplements at least half an hour before meals so to avoid any negative interactions with other substances. If taken with fruit juice, the absorption of iron will be increased.

Who Needs Iron?

As iron is an essential mineral that is involved in many important processes it is needed by babies, children and adults. Of course, depending on age and circumstance the need for iron can vary greatly.

Pregnant women

During pregnancy the body starts to produce more red blood cells and plasma in order to have enough for the foetus. A woman's iron reserves will become strained and so it is important to provide the body with extra iron to meet this extra demand. It is beneficial to build up iron reserves prior to pregnancy, which will help to maintain healthy iron levels during and after pregnancy.



Breastfeeding women

Iron is required to produce the mother's milk which covers the baby's demand for iron. Babies absorb approximately 50% of the contained iron.



Children and adolescents

Due to the rapid growth that a child's body goes through, they consume the body's iron rapidly, which is needed for the formation of blood and body cells.



Women

Women in general have twice the demand of men due to blood loss during menstruation.



Convalescence

It is often necessary to supply the body with more iron due to blood loss following surgery, accidents, births or blood donations.

Floradix Liquid Iron Formula - the Easy Solution

Floradix is a time tested liquid iron formula which has been used by millions of women worldwide for more than 40 years. What makes Floradix so special?

The benefits of Floradix:

- Contains iron gluconate which is absorbed very well by the body
- Non constipating formula
- Vitamin C and fruit concentrates enhance the iron absorption further
- Herbal extracts, e.g. from nettle, carrots, spinach and ocean kelp, help maintain a healthy digestion and provide further trace elements
- B-vitamins support blood formation and energy release
- Fruit juices give Floradix a pleasant taste
- Floradix is free from chemical preservatives, colourings and flavourings
- Floradix is also free from alcohol, animal derivatives, nuts, lactose and dairy produce
- Floradix is suitable for vegetarians



As all nutrients are already dissolved in a liquid they are much better absorbed by the body, compared to tablets that must be broken down in the digestive tract.

All this makes Floradix liquid iron formula very gentle to the stomach and so avoids constipation – a problem that many women suffer from during pregnancy.

Floravital is the yeast, wheat, and gluten-free version of the product for those people wishing to avoid such ingredients. Floravital contains no honey and is therefore suitable for vegans.

With Floradix or Floravital you can maintain healthy iron levels before, during and after pregnancy - for you and your baby.



Recommended Daily Dose

Children aged 1-5 years:
5ml once daily

Children aged 6-12 years:
10ml once daily

Adults:
10ml twice daily

The adult recommended daily dose provides 15mg of iron. During pregnancy it may be necessary to increase the daily dose, however this should be discussed with your GP or midwife and only be done under medical supervision.



Availability of Floradix

Floradix and Floravital are available from:
**Health Food Stores
Holland & Barrett
Pharmacies**

Salus-Haus Company Philosophy

The word "Salus" is derived from the Latin meaning of health and well-being.

Salus-Haus is a German company that was founded in 1916 by Dr. Med Otto Greither and to this day remains a family run business.



Otto Greither - Owner and Managing Director of Salus-Haus, Germany

Since its foundation, Salus-Haus has entered into a partnership with nature and has always insisted on the highest possible standards for its herb cultivation, methods of production and quality controls.



As a responsible manufacturer, Salus-Haus is renowned for its environmental conservation programme, both at home and abroad.



Free Product Samples

Please send me a free sample of:

Floradix Floravital

Name

Address

.....

.....

Postcode