

Take Ferro-grad C® first

For use when you have been diagnosed as iron deficient and your doctor has recommended a therapeutic oral iron supplement.



Australia's most widely used brand to treat diagnosed iron deficiency in the last 10 years[#]

Ironing out a common deficiency.

Your healthcare professional has recommended you take a therapeutic oral iron supplement to help restore your iron levels.

Iron plays a critical role in many of your body's functions. Normally we store enough iron to meet our needs, but these stores can become depleted and lead to iron deficiency.¹

What causes iron deficiency and who's at risk?

There are some key reasons why your iron stores can become low:¹

1. Your diet may not include enough iron, particularly if you do not eat any or much red meat.
2. Your body may not be absorbing enough iron, which may be diet-related or caused by a medical condition.
3. Your body may be losing iron, usually from excessive blood loss (eg. from menstruation or regular blood donations).

You may be diagnosed with iron deficiency without or with anaemia (a more serious stage of deficiency).



It's a common problem in Australia²



Causes tiredness and fatigue¹



May be straight forward to treat¹

- Iron deficiency may affect around 20% of women under the age of 50 in Australia and around 5% of healthy men.²
- Other groups at risk include pregnant women, people on restricted diets (such as vegetarians), people with certain medical conditions*, elite athletes and young children.*¹

*Ferro-grad C may not be suitable therefore check with your doctor first

In Australia, many people are estimated to have iron deficiency anaemia:



Young women
10%³



Pregnancy
11% - 18%⁴



Vegan/Vegetarians:
11% - 21%⁵



Blood Donors:
20%³

Why Ferro-grad C is your first step.

- ✓ There are many different types of iron supplements, but ones like Ferro-grad C containing a therapeutic level of ferrous iron are the best place to start.¹
- ✓ Ferro-grad C is easy to take – just one tablet once a day gives you the equivalent to 105 mg of elemental iron⁶ plus enough vitamin C which helps your body absorb it effectively.^{7,8}
- ✓ Ferro-grad C has a modified release formulation with Gradumet Technology™, which helps reduce the risk of gastric side effects.^{9,10,11}



Our top tips to beat iron deficiency.

While Ferro-grad C is a first step to treating iron deficiency, it's also important to eat more iron-rich foods and make a few changes that may improve how well your body absorbs iron.¹ Oral supplements should not replace a proper diet.¹²

Good sources of iron^{13,14}

Animal-based sources	Plant-based sources		
Food (serving size)	Iron content	Food (serving size)	Iron content
Chicken liver (100g)	11mg	Iron-fortified breakfast cereals (30g)	3.2–4.2mg
Beef (100g)	3.5mg	Kidney beans (1 cup)	3.1mg
Lamb (100g)	2.5mg	Green lentils (1 cup)	3mg
Salmon (100g)	1.3mg	Tofu (100g)	2.9mg
Tinned tuna (100g)	1.1mg	Chickpeas (1 cup)	2.7mg
Pork (100g)	0.8mg	Cooked wholemeal pasta (1 cup)	2.3mg

Ways to improve iron absorption include:^{13,14}



Eat foods high in vitamin C, such as citrus fruits or red capsicum.



Meat, chicken or fish can improve the amount of iron you absorb from plant-based foods if eaten at the same time.



Cooking plant foods can help improve the amount of available iron they contain.



Tea, coffee and soft drinks can reduce the amount of iron your body absorbs from food, so it's best to cut back on how much of these you drink, especially close to mealtimes.

Don't forget your Ferro-grad C

- ✓ Ferro-grad C as a first-line treatment contains a best absorbed form of iron supplement; response to oral iron polymaltose (Maltofer) may be slower than ferrous iron.^{1,15}
- ✓ Ferro-grad C also contains an adequate amount of vitamin C as an iron absorption aid.^{7,8}
- ✓ Best to take your Ferro-grad C tablets without food, however GI upset may be reduced by taking with food or at night.¹⁶

- ✓ Keep taking your Ferro-grad C tablets for as long as recommended, even if your symptoms have improved because it takes longer to completely restore your iron levels in your body.¹
 - Do not take for more than 12 months without medical supervision.⁶
- ✓ Follow-up with your GP to monitor your treatment progress.

Why it's important to complete your recommended treatment

- A 3-6 month treatment is usually recommended to replenish iron stores.¹
- Around 9 in 10 patients agreed their quality of life improved after taking oral iron supplements.¹⁶

You can also go to our website for more tips, and follow us on Instagram.



[@ferrograd_c](https://www.instagram.com/ferrograd_c/)

#Most widely used brand of therapeutic oral iron supplement, based on cumulative total of IQVIA sales data in the last 10 years.
Ferro-grad C contains ferrous sulfate 325 mg (equivalent to 105 mg elemental iron) and sodium ascorbate 562.4 mg (equivalent 500 mg Vitamin C).

ALWAYS READ THE LABEL AND FOLLOW THE DIRECTIONS FOR USE.

References: 1. Gastroenterological Society of Australia (GESO). October 2015. 2. Ahmed F et al. Asia Pac J Clin Nutr 2008; 17 (1): 40–47. 3. Pasricha SS et al. Med J Aust 2010;193:525–532. 4. Australian Government Department of Health. November 2020. 5. Powidak R, Berger J, Hines I. Am J Lifestyle Med 2018; 12 (6): 486–498. 6. Ferro-grad C Product Label. Viatris. 7. Brise H & Hollberg L. Acta Med Scand 1962;171 (Suppl 376):51–8. (Funded). 8. Pasricha S.R. et al. Lancet 2021; 397 (10270): 233–248. 9. Webster JJ Current Therapeutic Research 4(4) Apr 1962 130-134. 10. Blair H & Blair C J. Coll Gen Pract 1967 Jan;13(1):117-121. (Funded). 11. Morrison J et al Med J Aust 1988 1:482-484. (Funded). 12. Australian Bureau of Statistics. 2014. Australian Health Survey: Nutrition First Results - Foods and Nutrients, 2011-12, 'Table 10: Proportion of Nutrients from Food Groups', data cube: Excel spreadsheet, cat. No. 4364.0.55.007. 2021. 13. Dietitians Australia. Nourishing Nutrients, Anaemia: my doctor says I need more iron. 14. Nutrition Australia. Iron Fact Sheet (2013). 15. National Blood Authority Australia. Guidance for Australian Health Providers: oral preparations for treatment of iron deficiency anaemia in Australia. 2016. 16. Australian Research Survey. Data on file. Viatris sponsored, 2021.

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