Based on IMS Sales Data November 2018. Ferro-grad C contains ferrous sulfate 325 mg (equivalent to 105 mg elemental iron) and sodium ascorbate 562.4 mg (equivalent to 500 mg Vitamin C). For the prevention & treatment of iron deficiency.

One study estimates that approximately 1 in 5 Australian women under 50 have some form of iron deficiency. If you think you may be iron deficient, it’s important to see your GP for a simple blood test.

Should the GP then diagnose you as having iron deficiency, and recommend you take a therapeutic oral supplement, choose Ferro-grad C.

**EFFECTS OF IRON DEFICIENCY**

Iron deficiency results from a combination of increased demand, decreased intake or absorption, and/or increased loss of iron. If iron deficiency is not treated it can affect your quality of life. If you think you may be iron deficient, it is important that you speak to your doctor for diagnosis & treatment.

**IMPORTANCE OF IRON FOR YOUR HEALTH**

Iron is a mineral which is vital for sustaining plant and animal life. Without it, the human body can’t make haemoglobin or myoglobin. These are responsible for carrying oxygen in the blood to the organs and muscles.

A good way to help prevent iron deficiency is to include iron-rich foods in your diet. Keep in mind that haem iron (from animal foods) is more easily absorbed than non-haem iron (from plant foods).

- **Haem iron foods include red meat, poultry and seafood.**
- **Non-haem iron foods include leafy green vegetables, bread, cereals, beans, lentils, eggs and nuts.**

**THE IMPORTANCE OF A GP DIAGNOSIS**

Your GP can determine if you have iron deficiency with a simple blood test – if you are diagnosed with iron deficiency, your GP may recommend an iron supplement to treat it.

Anything from lifestyle to an underlying condition can increase your chances of having iron deficiency.

**The most common causes are:**
- Pregnancy
- Heavy menstruation
- A vegetarian and vegan diet
- Skipping meals or growing rapidly (often experienced with teenagers)

**THE RIGHT AMOUNT OF IRON**

There’s a huge variety of iron-containing supplements available over-the-counter. Over 100 in fact. Yet of all these choices, only a few contain the right amount of elemental iron to treat iron deficiency.

Remember it’s also risky to have too much iron. Iron deficiency should be properly diagnosed, and the underlying cause should be identified. Make sure you get the advice of a doctor.

If you are diagnosed with iron deficiency and your doctor has recommended an iron supplement, 3-6 months therapy is usually recommended to replenish iron stores. Iron tablets should not be taken for more than 12 months except on medical advice.

**References**