



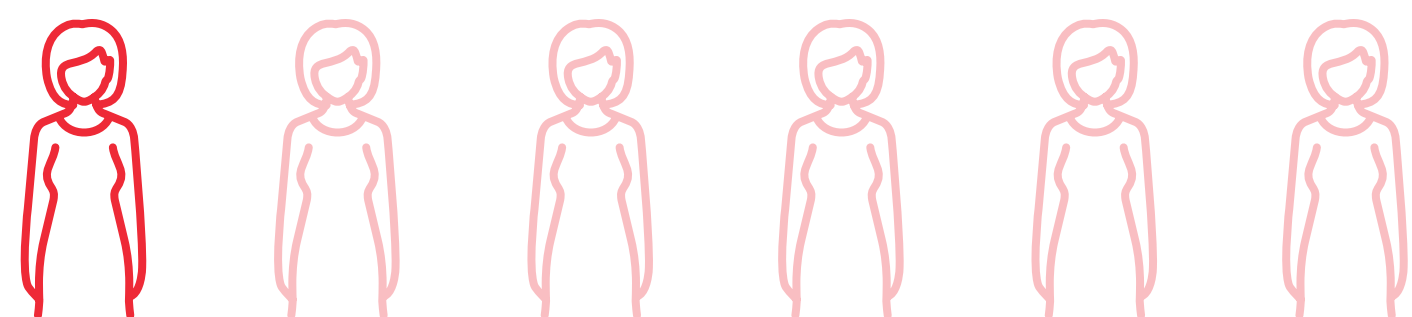
Iron Deficiency

and **ferrograd®**



IRON DEFICIENCY¹

If the body does not absorb iron each day, **iron stores can gradually run down**. As the body's stores are used up, iron deficiency occurs.¹



In New Zealand, **1 in 6 women** under 45 years may have some form of iron deficiency^{2*}

IRON DEPLETION, IRON DEFICIENCY, IRON DEFICIENCY ANAEMIA

are the low iron status spectrums needing diagnosis and investigation³

IRON DEPLETION

Occurs when haemoglobin levels are normal, but your body only has a small amount of stored iron (ferritin < 15–30 µg/L).¹ The patient is asymptomatic or mildly symptomatic.³

IRON DEFICIENCY

The state of too little iron in the body; low iron stores (ferritin < 15–30 µg/L) and change in haematological parameters.¹ The patient is asymptomatic or symptomatic.³

IRON DEFICIENCY ANAEMIA

An advanced stage of iron depletion; anaemia due to iron deficiency.



* Defined as serum ferritin < 20 micrograms/L.

ADULTS AT RISK OF DEVELOPING IRON DEFICIENCY^{1,3}



• **Pregnant** women



• Adolescent girls and women of **childbearing age**,
e.g. people with physiological blood losses exceeding iron intake



• People with **certain medical conditions**,
e.g. undiagnosed coeliac disease, weight loss surgery,
certain cancers



• People on **restricted diets**,
e.g. vegans or vegetarians, people with inadequate
iron absorption, consumption of iron inhibitors
and certain medicines, obesity



• Elite **athletes**

WHY IS IT IMPORTANT TO KNOW ABOUT IRON DEFICIENCY



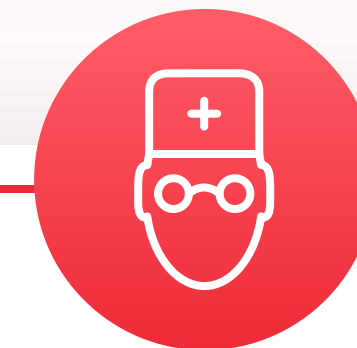
1 in 6 New Zealand women have some form of iron deficiency²



Iron deficiency can affect **quality of life**⁴



All iron deficiency should have the **underlying cause investigated** to exclude serious undiagnosed conditions, e.g. gastrointestinal bleeding to name a few¹



If symptoms persist, **refer your patient to their GP** for further investigation

SIGNS & SYMPTOMS OF IRON DEFICIENCY

Iron deficiency can have a negative impact on the quality of life, such as **reduced work performance and mental health**.

SIGNS AND SYMPTOMS INCLUDE:^{1,*}

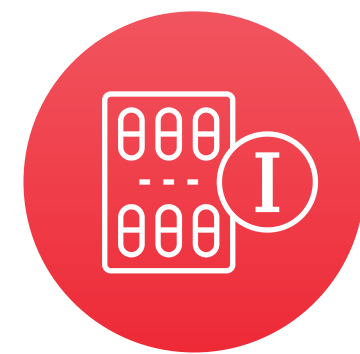
- Fatigue
- Tiredness
- Irritability
- Dizziness/light-headedness
- Weakness
- Brittle nails
- Poor concentration
- Decreased work performance
- Impaired immunity

Iron deficiency should be suspected whenever there is a complaint of fatigue, particularly recent onset of fatigue in an at-risk patient.

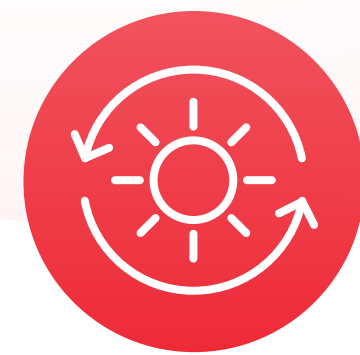
^{*} Symptoms are not exclusive to iron deficiency.
Refer the patient to a GP for further investigation.



WHAT TO LOOK FOR IN AN ORAL IRON SUPPLEMENT



• **A first line therapy^{5,6}**



• **Once daily dose**



Dosage meets the Therapeutic Guidelines

• that recommend a minimum of at least 100 mg of elemental iron per day to treat iron deficiency⁶



• Contains an absorption aid,
e.g. **Vitamin C⁷**



• Modified release formula to help
reduce the risk of gastric side effects^{8,9,10}



ferrograd[®] and ferrograd[®] C tablets

NZ'S #1 SELLING THERAPEUTIC ORAL IRON SUPPLEMENT RANGE¹¹

Dosage exceeds the MINIMUM AMOUNT of elemental iron
recommended in the Therapeutic Guidelines⁶

Made with Gradumet technology, providing modified release iron¹²

Contains lactose.

Once-daily dose



Contains 105 MILLIGRAMS ELEMENTAL IRON and 500 milligrams vitamin C.

Dosage exceeds the minimum amount of elemental iron
recommended in the Therapeutic Guidelines.⁶

Vitamin C aids in the absorption of iron.⁷

Made with Gradumet technology, providing modified release iron¹²

Contains no animal derived or sourced ingredients.

Once-daily dose



PHARMACY ONLY MEDICINE



SUMMARY



Iron deficiency is a common medical condition affecting **1 in 6 NZ women under 45 years²**



It is recommended that therapy continues for **3-6 months** to replenish depleted iron stores⁶



There are many oral preparations containing iron available over-the-counter in New Zealand, but few contain **enough elemental iron to treat iron deficiency¹¹**



ferrograd[®] C tablets contain a therapeutic dose of iron and **is part of NZ's #1 selling therapeutic oral iron supplement range¹¹**



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MANDATORIES:



ferrograd® (dried ferrous sulfate 325 milligrams, equivalent to 105 milligrams elemental iron) ferrograd® C (dried ferrous sulfate 325 milligrams, equivalent to 105 milligrams elemental iron and vitamin C 500 milligrams). Pharmacy Only Medicine. Indications: For the prevention and treatment of tiredness and fatigue associated with iron deficiency. Contraindications: Hemochromatosis and hemosiderosis, intestinal diverticula or obstruction, repeated blood transfusions and concomitant parenteral Fe. Precautions: Establish nature and cause of anaemia. Children. Adverse Effects: GI upset, black stools. Dosage & Administration: One tablet daily as directed by physician. Tablets should be swallowed whole. Iron supplements should not be taken for more than 12 months without consulting a healthcare professional. ferrograd® is a fully funded medicine. ferrograd® C is an unfunded medicine. Your patient will need to pay for this medicine. ferrograd® is a Viatris trade mark. Copyright © 2020 Viatris Inc. Mylan NZ Ltd, Auckland. All rights reserved.

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