VitaCholine®

Ferrochel®
Albion Minerals

Optifolin+®

Nourishing the Future **Prenatal Nutrition for Mom and Baby**



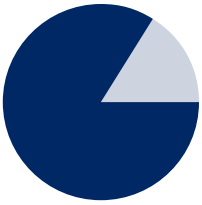
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As mothers, we want to give our children the best possible start so they can achieve their full potential. The opportunity to help shape the future health and happiness for our babies and for ourselves is shaped in part by the nutrients we provide during development. Thoughtful nutrition during pregnancy can have an incredible impact, not only on baby's health but on mom's well being. Each meal, each nutrient, is a step towards a brighter, healthier future for both mom and baby. Three key nutrients stand apart as being especially important during pregnancy – choline, folate, and iron.

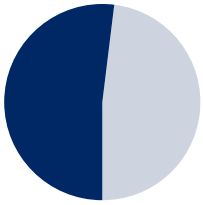
Nourishing the Future: **Prenatal Nutrition for Mom and Baby**

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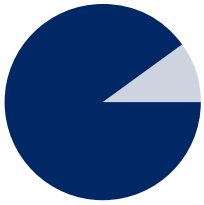
84%

of pregnant women in the US do not get enough iron from their diets alone[18].



52%

of pregnant women in the US do not get enough folate from their diets alone[9].



>90%

of pregnant women in the US do not get enough choline from their diets alone[9].

Ferrochel®

Iron is an essential nutrient that plays critical roles throughout periconception and pregnancy. Iron is a key component of hemoglobin (Hb), an important protein in red blood cells that helps transport oxygen in the body and to baby[1].

Iron deficiency anemia is a global concern, impacting nearly 36% of pregnant women worldwide[2]. In the US, the estimated prevalence of anemia among pregnant women is as high as nearly 27%[3].

Iron supplementation is critical to help fill this nutrient gap. However, the use of common iron forms such as Ferrous (Fe) Sulfate can significantly increase the risk of GI side effects by more than 3-fold[4], which may cause compliance issues.

Enter Ferrochel® Fe Bisglycinate by Albion® Minerals – a chelated form of iron with enhanced bioavailability that's gentle on the stomach. Compared to other iron salts, Fe Bisglycinate was more effective in raising Hb concentrations in pregnant women and had a 64% lower risk of GI adverse events compared to other iron salts[5].

Place your trust in Ferrochel® - the world's first and most clinically tested brand of Ferrous Bisglycinate.



Available forms
Ferrous Bisglycinate Chelate Fe 20%

Optifolin+®

Folic acid and folate are both referenced under the common name Vitamin B9, one of the key B-vitamins. Both play essential roles in transporting –CH3 molecules, also known as methyl groups, in a process called "one-carbon metabolism"[5]. This simple job is incredibly important and is a major reason why adequate folate in healthful diets may reduce a woman's risk of having a child with a brain or spinal cord birth defect[6].

Folate and Folic Acid are not the same – folic acid is a synthetic product that requires multiple conversion steps in the body to become bioactive. Folate, or L-5-MTHF, is predominant form found in breast milk[7] and in umbilical cord blood[8], but only has a single methyl group to support epigenetic development.

Optifolin+® is the world's first choline-enriched folate, with a 98% methylating capacity and a 7x methyl agent advantage. This innovative form of L-5-MTHF does not require the metabolic processing to become bioactive, nor does it have an Upper Limit for safety, unlike folic acid[5].

More than half of pregnant women in the US do not get enough folate in their diet[9], so supplementation is key to closing this nutrient gap. Thanks to its advanced methylation benefits coupled with its industry-leading stability and solubility, Optifolin+ is the premier choice for prenatal dietary supplement formulations.



Available forms
Dicholine L-5-Methyltetra-hydrofolate Folate 67%
Choline 30%

VitaCholine®

As the most recently established essential nutrient[5], adequate choline intake during pregnancy & lactation helps to both replenish maternal stores and support the growth and development of baby's brain and spinal cord[10]. Despite its importance, less than 5% of pregnant women get enough choline in their diets[9].

VitaCholine® is the only choline brand produced in the USA. It's the most well-researched form of choline with demonstrated benefits for both mom and baby. For mom, VitaCholine is the first and only brand of choline with demonstrated bioavailability in pregnant women[11], and it has been shown to improve markers of mom's DHA status by 68% when supplemented together[12]. For baby, maternal VitaCholine supplementation delivers lasting cognitive health benefits for baby - observed as early as the 1st year of life[13] and still present at age 7y[14].

Many prenatal vitamins do not contain choline, or only contain small amounts inadequate to meet recommendations – a fact recognized by key expert groups[10, 15-17]. The potential of the next generation starts with a foundation of strong brain development. Get baby ready for toddlerhood and beyond with VitaCholine.



Available forms
(% choline cation)
Choline Chloride (CCL) 74%
Choline Bitartrate (CBT) 40%
B90 (encapsulated CBT) 36%

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VitaCholine®

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