

Ask your practitioner if **FERAPRO**<sup>®</sup>  
is right for you!

I am pleased to announce that after 20 years of clinical experience and thousands of successfully treated patients, Bob's Iron Formula is now available at drugstores throughout the country as **FERAPRO**<sup>®</sup>, an iron blend that is evidence based, clean, sustainable, and continues to be gentle, yet exceedingly effective—as it has been for the last two decades—at treating and preventing iron deficiency.

What began in my small compounding pharmacy on Vancouver Island more than 20 years ago has grown into the preferred solution for preventing and treating iron deficiency anemia across the country.

Despite the high prevalence and significant health and economic impact of iron deficiency anemia, this condition has remained inadequately addressed and continues to be a significant public health problem worldwide.

Our mission is to empower anemic patients through meaningful education and by offering a clinically proven, science-based, effective, and well-tolerated iron supplement that will deliver results and improve their quality of life.



**FERAPRO**<sup>®</sup> will set a new standard for oral iron supplements and how practitioners treat iron deficiency anemia in Canada.

We invite you to reach out to us with your questions, feedback, and clinical experience with our product at [info@ferapro.com](mailto:info@ferapro.com).

I wish to personally **THANK YOU** for taking this journey with us.

Sincerely,

**Bob Mehr, B. Sc. (Pharm), FIACP**  
CEO and President  
**Replete Nutraceuticals Inc.**

#### PATIENT SUPPORT

#### IRON DEFICIENCY ANEMIA HELPLINE:

1-888-492-4908

[WWW.FERAPRO.COM](http://WWW.FERAPRO.COM)

 @FERAPRO150

Proudly  
**Canadian** 

#### Disclaimer:

The contents of this pamphlet are for informational purposes only and do not constitute medical advice. Always seek the advice of a qualified healthcare provider with any questions you may have regarding a medical condition, before starting any new treatment or discontinuing an existing treatment.

# FERAPRO<sup>®</sup>

## GENTLE & EFFECTIVE

ORAL IRON THERAPY

FOR THE PREVENTION AND TREATMENT OF IRON DEFICIENCY

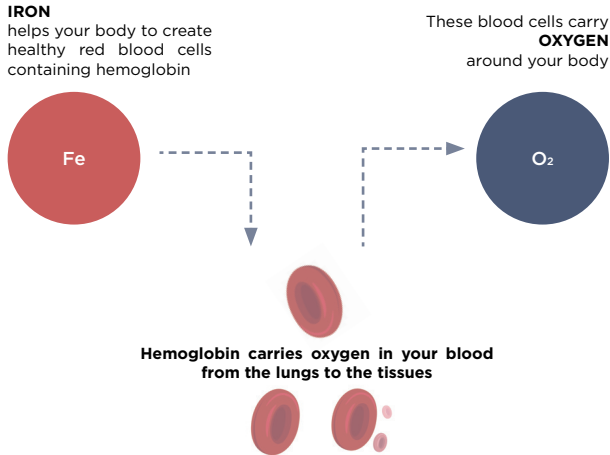


Don't let iron deficiency  
anemia affect your quality  
of life.

# IRON: ESSENTIAL FOR EVERYONE

# AM I IRON DEFICIENT?

Iron is an essential mineral that plays a key role in the maintenance of good health. It is needed for the production of hemoglobin, a protein in red blood cells that carries oxygen. Our lungs bring oxygen into our bodies when we breathe in, but our blood takes oxygen to where it is needed. Once that oxygen is used, our blood then takes carbon dioxide waste back to the lungs to be breathed out.



Assessment by a healthcare professional will tell you for certain. Some common symptoms of iron deficiency anemia are:

**FATIGUE**

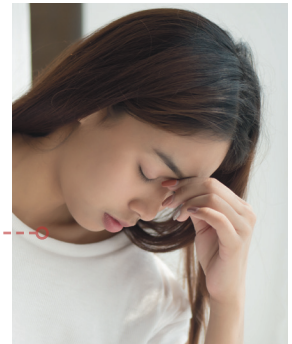
**HAIR LOSS**



**GENERAL WEAKNESS**

**SHORTNESS OF BREATH**

**DIZZINESS**



**COLD INTOLERANCE**

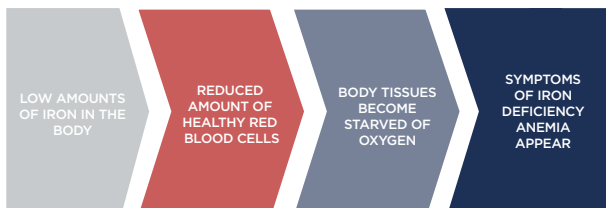
**LOW RESISTANCE TO INFECTION**

**PALE SKIN & PALE COLORING OF THE INSIDE OF LOWER EYELIDS**



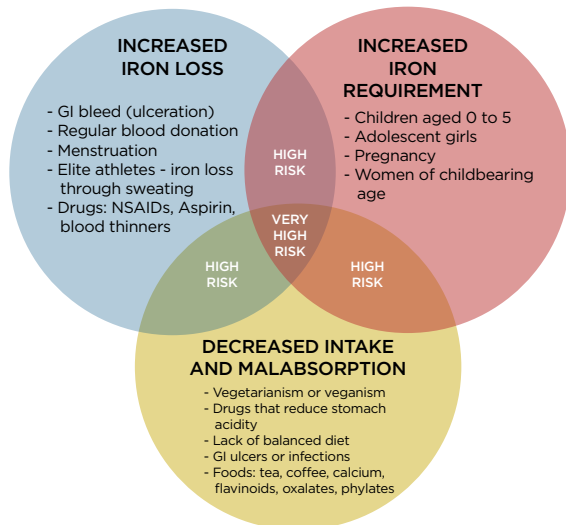
## WHAT IS IRON DEFICIENCY ANEMIA?

Iron deficiency anemia is the most common nutritional deficiency in the world. It occurs when the total body content of iron is low enough to reduce the amount of healthy red blood cells in the body. With fewer healthy red blood cells, our body tissues become starved of oxygen.



When treated appropriately with iron supplementation, these symptoms should resolve within 2 to 4 months, although iron therapy may be required for another 4 to 6 months to replenish iron stores.

## WHO IS AT RISK?



It is important to note that **the average adult female requires 18mg of dietary iron per day**, whereas an average adult male requires only 8mg of dietary iron daily. As a result, iron deficiency anemia is more frequently observed in women.

## DIAGNOSIS & TREATMENT

Iron deficiency anemia can be diagnosed with a simple blood test. Your healthcare provider should discuss the test with you and may suggest treatment involving iron supplementation.

**Serum Ferritin** is the diagnostic test of choice. Your doctor may order additional tests as appropriate to rule out other types of anemia. Reduced ferritin reflects depleted total iron body stores and a decompensated ability to meet requirements for producing new red blood cells.

SERUM FERRITIN	NOTES
<15 ug/L	Diagnostic of iron deficiency. <b>Requires treatment</b>
15-50 ug/L	Probable iron deficiency. Signs and symptoms of IDA can start to appear. <b>Your doctor may recommend treatment.</b>
50-100 ug/L	Possible iron deficiency. <b>Your doctor may start you on a low dose of iron for prevention.</b>
>100 ug/L	Iron deficiency unlikely.
>1000 ug/L	Iron overload if persistent. <b>Requires further investigation</b>

## WHEN WILL I FEEL BETTER?

Iron supplements come in different strengths and forms (eg. capsules and liquids). You may be prescribed a different dosage or length of treatment than another person with iron deficiency anemia as every patient's case is unique.

In most cases of iron deficiency anemia, patients may start to notice some symptom improvement as early as two weeks following the start of treatment. However, it usually takes one to six months of iron supplementation after diagnosis to achieve full benefits. Speak to your pharmacist or healthcare provider about iron deficiency today!

## WHY FERAPRO®?

### PROVEN

It has been proven to gently and effectively increase serum ferritin levels faster than any other commercially available iron supplement in Canada.



### LONG HISTORY OF SUCCESS

**FERAPRO®**, formerly known as Bob's Iron Formula, has been perfected over 20 years of research and patient and practitioner feedback to optimize oral iron therapy, and improve patient outcomes.



### REDUCED SIDE EFFECTS

The ingredients in **FERAPRO®** work in synergy to improve iron absorption and reduce common side effects such as nausea, constipation and abdominal cramps.



### FORMULATED FOR EFFICACY

The absorption and tolerability of the iron is enhanced by Vitamin C and glycine, while the active forms of vitamin B12 and folate support the growth and function of healthy red blood cells.



### HIGH BIOAVAILABILITY

**FERAPRO®** provides ferrous (Fe<sup>2+</sup>) iron from ferrous fumarate which is more bioavailable than ferric (Fe<sup>3+</sup>) iron found in polysaccharide iron supplements.



### HIGHEST DOSE IN THE MARKET

**FERAPRO®** is the only ferrous (Fe<sup>2+</sup>) iron supplement that offers 150mg elemental iron as single dose once per day, which is the optimal regimen for maximum absorption.

## INDIVIDUALIZED DOSING

The only iron supplement available in three different strengths for individualized dosing based on patient needs.



**FERAPRO® 30**



**FERAPRO® 75**



**FERAPRO® 150**

### MEDICINAL INGREDIENTS

Each capsule contains:

#### **FERAPRO® 150**

Iron (from Ferrous Fumarate).....	150mg
Vitamin C (Ascorbic Acid).....	350mg
Vitamin B12 (Methylcobalamin).....	1000mcg
Folate (L-5-Methyltetrahydrofolate).....	80mcg
Glycine.....	100mg

#### **FERAPRO® 75**

Iron (from Ferrous Fumarate).....	75mg
Vitamin C (Ascorbic Acid).....	175mg
Vitamin B12 (Methylcobalamin).....	1000mcg
Folate (L-5-Methyltetrahydrofolate).....	80mcg
Glycine.....	100mg

#### **FERAPRO® 30**

Iron (from Ferrous Fumarate).....	30mg
Vitamin C (Ascorbic Acid).....	175mg
Vitamin B12 (Methylcobalamin).....	1000mcg
Folate (L-5-Methyltetrahydrofolate).....	80mcg
Glycine.....	100mg

## HOW AND WHEN TO TAKE FERAPRO®?

**FERAPRO®** should be taken orally with food to lessen gastrointestinal side effects such as nausea, vomiting and abdominal cramping.



## THINGS TO AVOID

Certain foods and beverages when combined with iron can reduce its absorption. To ensure you get the full benefit from your iron supplement, avoid the following for at least 1 hour before and 2 hours after taking your iron supplement:



LEAFY GREENS



TEA/COFFEE



DAIRY PRODUCTS



EGGS



FIBRE RICH MEALS



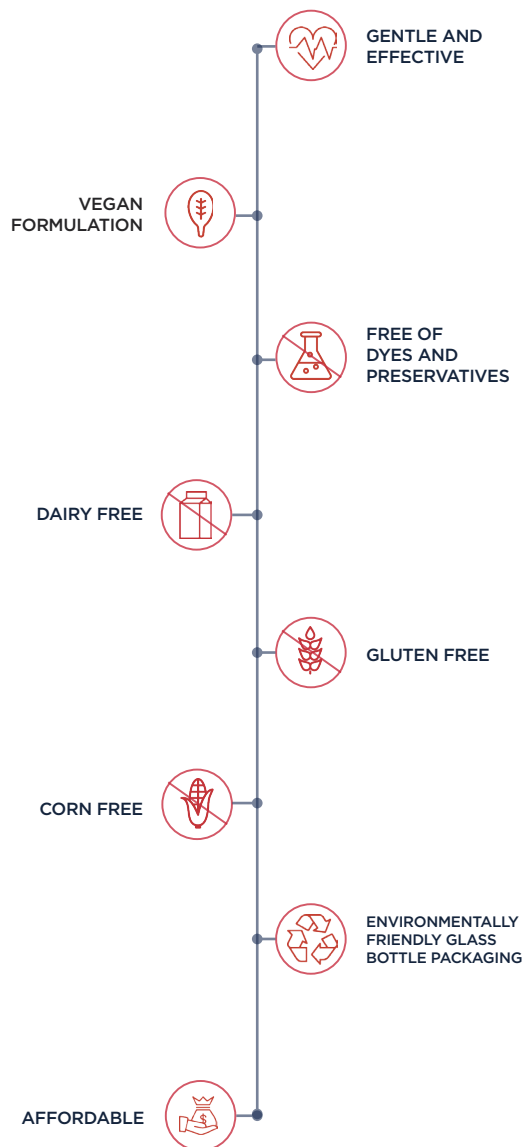
CALCIUM/MAGNESIUM  
CONTAINING  
ANTACIDS

Check with your pharmacist to see if your iron supplement should be spaced apart from other medications you may be taking. Remember, making dietary changes to include more heme or non-heme iron is an effective and important part of maintaining a healthy supply of iron for your red blood cells. See our Food Sources of Iron insert for more information about managing iron deficiency and tips for maintaining healthy body iron stores.

## THE FERAPRO® ADVANTAGE

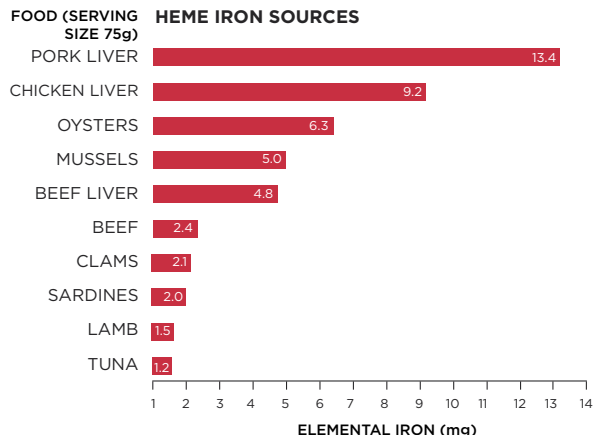
Unlike other iron supplement products on the market, which generally have a long list of fillers, binders, and coloring agents, **FERAPRO®** has **only one non-medicinal ingredient, hypromellose**, which plays a crucial role in the delivery of the active ingredients.

**FERAPRO®** upholds a standard of being clean and sustainable, and ensuring the following:



# FOOD SOURCES OF IRON

# RECOMMENDED DIETARY ALLOWANCE (RDA)



## NON-HEME IRON SOURCES

FOOD (SERVING SIZE 75g)	SERVING	IRON (mg)
SOYBEANS	3/4 CUP	6.5
LENTILS	3/4 CUP	4.9
PUMPKIN SEEDS	1/4 CUP	4.7
KIDNEY BEANS	3/4 CUP	3.90
BLACKSTRAP MOLASSES	1 TBSP	3.6
SPINACH	1/2 CUP	3.4
EDAMAME	1/2 CUP	2.4
TOFU	3/4 CUP	2.4
CHICKPEAS	3/4 CUP	2.2
SWISS CHARD	1/2 CUP	2.1

LIFE STAGE GROUP		IRON (mg/DAY)
INFANTS	0-6 MO	0.27
	7-12 MO	11
CHILDREN	1-3 Y	7
	4-8 Y	10
ADOLESCENT MALES	9-13 Y	8
	14-18 Y	11
ADULT MALES	> = 19 Y	8
ADOLESCENT FEMALES	9-13 Y	8
	14-18 Y	15
ADULT FEMALES	19-50 Y	18
	>= 51 Y	8
PREGNANCY	14-50 Y	27
BREASTFEEDING	14-18 Y	10
	19-50 Y	9

VALUES FOR IRON BASED ON LIFE STAGE GROUP (IOM 2006)

## COMPARISON OF COMMONLY RECOMMENDED BRAND NAME IRON SUPPLEMENTS

IRON SOURCE	BRAND NAME	APPROXIMATE COST PER 150mg ELEMENTAL IRON
FERROUS FUMARATE	<b>FERAPRO®</b>	\$0.60
POLYSACCHARIDE COMPLEX	FERAMAX®	\$0.85
FERROUS FUMARATE	PALAFER®	\$0.58- \$0.85
HEME POLYPEPTIDE	PROFERRIN®	\$3 per 33mg of elemental iron (3 tablets)
FERROUS SULFATE	ENFAMIL FER-IN-SOL SYRUP	\$0.68
FERROUS GLUCONATE	FLORADIX® SUSPENSION	\$9-14

## FERROUS VS. FERRIC IRON

**FERAPRO®** supplies iron in the **ferrous** form which is more bioavailable and readily absorbed than ferric iron supplied by polysaccharide iron supplements. Ferric iron must be first converted to ferrous iron before it can be absorbed into the intestinal absorptive cells.

**Ferrous iron is 3 times better absorbed than ferric iron.**