

# Have the confidence to recommend Active Iron Pregnancy Plus

## Research



Evidence-based research influences decisions to recommend a supplement in **19%** of midwives.<sup>1</sup>

The absorption, compliance, tolerability and efficacy of **Active Iron has been clinically researched.**<sup>2,3</sup>

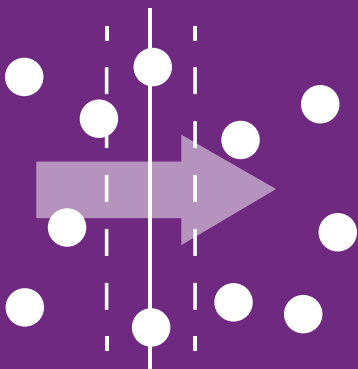
## Compliance

**94%** of midwives agree that **poor compliance** taking oral iron impacts its effectiveness in increasing iron levels.<sup>1</sup>

Active Iron is clinically proven  
**4X better compliance**  
versus other oral iron.<sup>3</sup>



## Absorption



**Better absorption** is the **#1** most important product benefit for 81% of midwives.<sup>1</sup>

Active Iron is clinically proven to provide  
**2X** better absorption of ferrous sulfate, and  
**6X** less gut irritation.<sup>2,3</sup>



Despite initial low awareness,  
**83% of HCPs would now recommend Active Iron Pregnancy Plus** to mums after learning about the clinically proven benefits.<sup>1</sup>

## References:

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1. Active Iron / Health Professional Academy survey to heads of midwifery
2. Wang et al. 2017, *Acta Haematologica*, 138: 223-232.
3. Ledwidge et al. 2021. medRxiv doi: <https://doi.org/10.1101/2021.09.01.21262983>