

Irona[®]



Complete dietary supplement

Daily oral supplementation suitable for all age groups
including pregnant and breastfeeding women



- ✓ 35% of the global population are anemic
- ✓ 42% of children < 5 years of age are anemic
- ✓ 40% of pregnant women are anemic

Consecutive vs alternate iron supplementation

	Consecutive-day treatment	Alternate-day treatment
Cumulative fractional iron absorption	16.3 %	21.8 %
Cumulative total iron absorption	131.0 mg	175.3 mg
Serum hepcidin level	higher	lower

In iron-depleted women, providing iron supplements daily increases serum hepcidin and reduces iron absorption.

Providing iron supplements on alternate days optimises iron absorption and might be a preferable dosing regimen. ⁽¹⁾

(1) STOFFEL, Nicole U., CERCAMONDI, Colin I., BRITTENHAM, Gary, et al. Iron absorption from oral iron supplements given on consecutive versus alternate days and as single morning doses versus twice-daily split dosing in iron-depleted women: two open-label, randomised controlled trials. The Lancet Haematology, 2017, vol. 4, no 11, p. e524-e533.

Iron encapsulation

Oral liposomal iron (30 mg per day)

IV iron gluconate (1000 mg per week)

Similar Hb increase after 1 month

When encapsulated, the oral iron absorption rate increases and becomes a safe and efficacious alternative to i.v. iron gluconate to correct anemia (in non dialysis-chronic kidney disease). ⁽²⁾

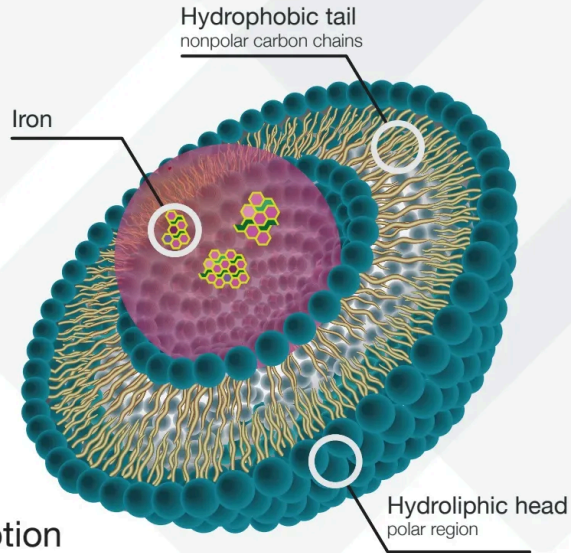
(2) PISANI, Antonio, RICCIO, Eleonora, SABBATINI, Massimo, et al. Effect of oral liposomal iron versus intravenous iron for treatment of iron deficiency anaemia in CKD patients: a randomized trial. Nephrology dialysis transplantation, 2015, vol. 30, no 4, p. 645-652.

Innovating Liposomal Iron Encapsulation ⁽³⁾

● Increased absorption

- Liposomes can overcome the gastric environment
- Easy cell integration without the need for specific transporters

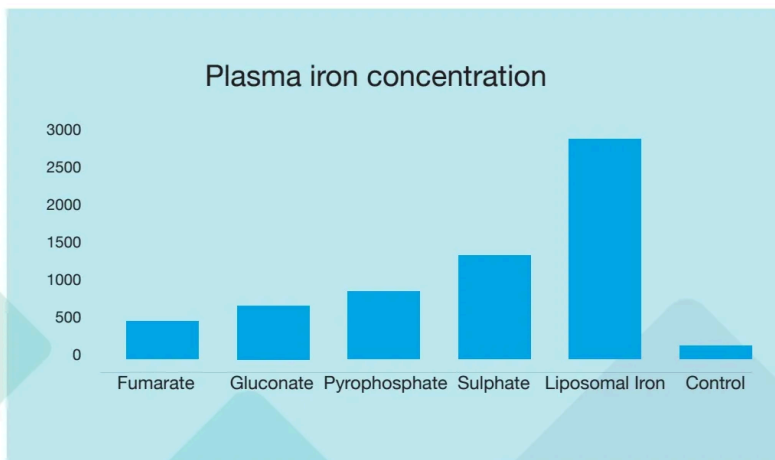
Phospholipid nature, similar to human cell membrane



✓ Noticeable increase in iron absorption

✓ Obtention of the right amount of iron

● Higher bioavailability compared to other forms of iron ⁽⁴⁾



- Extremely palatable / Absence of metallic taste
- No food interaction
- Minimal GIT side effect

(3) HUSSAIN, Uzma, ZIA, Kokab, RIFFAT IQBAL, Muhammad Saeed, et al. Efficacy of a novel food supplement (Ferber®) containing microencapsulated Iron in liposomal form in female Iron deficiency anemia. Cureus, 2019, vol. 11, no 5.

(4) Malhotra J, Garg R, Malhotra N, Agrawal P. Oral Liposomal Iron: A Treatment Proposal for Anemia. World J Anemia 2017;1(4):1-6.

Irona®

a balanced formulation

GLUTEN FREE
LACTOSE FREE

dietary supplement

Iron
100% RDA

Folic acid
optimal
amount
for pregnant
women

Zinc
plays an important
role in cell division

Vitamin B₂, B₆, B₁₂
participate in
the synthesis
of non-essential amino
acids, proteins,
hormones, RNA,
and in the energy
production

Vitamin C
75% RDA,
increases iron
absorption

- ✓ Easy soluble powder
- ✓ Prevents anemia
- ✓ Prevents growth defects and premature birth
- ✓ Prevents nausea and vomiting during pregnancy
- ✓ Promotes a healthy skin

Active Ingredients	Content 1 stick	NRV%*
Iron	21 mg	150 %
Zinc	10 mg	100 %
Vitamin C	70 mg	87.5 %
Vitamin B6	1 mg	71.4 %
Vitamin B2	1 mg	71.4 %
Folic Acid	400 mcg	200 %
Vitamin B12	1.8 mcg	70.2 %

