

Supporting Mothers and Babies

PRENATAL SUPPLEMENTS

Critical Nutrients. Clinical Confidence. Healthier Outcomes.



Essential vitamins and minerals play crucial roles in supporting the health of both mom and baby, yet **over 90% of women do not meet their nutrient needs during pregnancy from diet alone.**¹

Prenatal Supplements Help Fill Nutritional Gaps

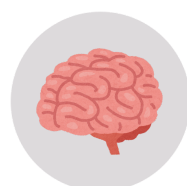
A prenatal and postnatal multivitamin/mineral supplement provides essential daily nutritional support for mother and baby during pregnancy and lactation, when nutrient requirements are higher.

LESSER KNOWN INGREDIENTS CRITICAL IN PREGNANCY



Choline

Choline is an essential nutrient that supports fetal brain and spinal cord development, and supplementation is associated with improved cognitive function in infants.²⁻⁴ However, less than 5% of pregnant women meet the recommended intake.⁵



DHA Omega-3

DHA (docosahexaenoic acid) Omega-3 is well known to support fetal brain and eye development. New guidelines recommend high-dose supplementation to reduce the risk of preterm birth. They also support heart health and inflammation.⁶⁻⁹



Lutein & Zeaxanthin

Lutein and Zeaxanthin are crucial structural components in both the eye and brain. They are important for optimal visual function and are associated with better cognitive outcomes in women and their children.¹⁰⁻¹¹

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Importance of Key Nutrients in Pregnancy & Development


Brain, nervous system, & spinal cord development


Fetal growth


Eye Development


Red Blood Cells / Anemia Prevention


Bone & Tooth Development


Heart development & function

Nutrient	Roles & Function ¹	Higher requirement in pregnancy? ¹	Higher requirement in lactation ? ¹	% of pregnant women not getting enough in their diet
Choline		Y	Y	96% ²
Omega 3 DHA	  	Y	N	96% ^{6*}
Lutein & Zeaxanthin	  	N	N	Over 95% ⁵
Vitamin D		N	N	94% ²
Vitamin E	 	N	Y	84% ²
Iron	 	Y	N	84% ⁴
Magnesium	 	Y	N	57% ²
Folate (Vitamin B9)	  	Y	Y	52% ²
Vitamin C		Y	Y	48% ²
Zinc		Y	Y	42% ²
Vitamin A		Y	Y	38% ²
Vitamin K		N	N	35% ²
Vitamin B6 (Pyridoxine)		Y	Y	35% ²
Calcium		N	N	23% ²
Thiamin (Vitamin B1)		Y	Y	19% ²
Riboflavin		Y	Y	11% ²
Iodine		Y	N	10% ³
Vitamin B12	 	Y	Y	10% ²
Niacin		Y	Y	5% ²

*Based on general population data

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