

VALENS®



IRON (Fe)

Products with liquid iron for all generations, need and tastes

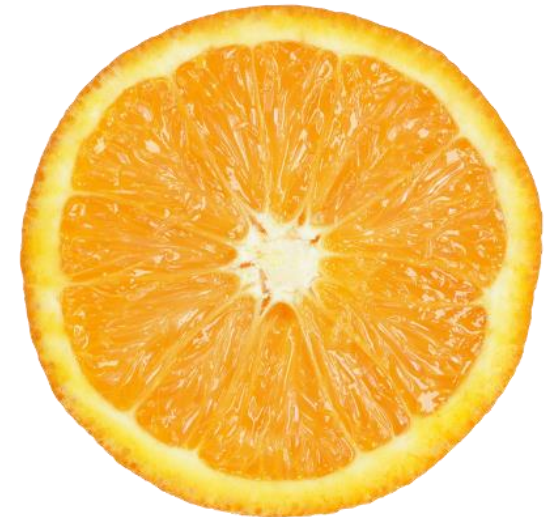


Valens SUPER IRON

Orange flavored liquid
for kids (3+) and adults

ABOUT VALENS SUPER IRON

- **Orange-flavored food supplement with liquid iron, thiamin, folic acid and vitamins B6, B12 and C.**
- Contains **Ferrochel®**, patented and highly bioavailable iron bysglicinate form that is gentler on the stomach and does not interfere with absorption of other minerals.
- Contains carefully selected vitamins, which are necessary for maximum utilization of iron.
- **Particularly beneficial for:**
 - Pregnant and breastfeeding women
 - Children and adolescents
 - Elderly
 - Vegans
- Suitable for children from the **age of 3** as well as adults.



INGREDIENTS AND DOSING

Active ingredients in 10 ml:

- Iron: 18 mg (129% NRV*)
- Vitamin C: 24 mg (30% NRV*)
- Thiamin: 2 mg (182% NRV*)
- Vitamin B6: 2 mg (143% NRV*)
- Folic acid: 400 µg (200% NRV*)
- Vitamin B12: 4 µg (160% NRV*)

Recommended daily dose:

- Adults: 10 ml (2 teaspoons)
- Children (3-7 years old): 2,5 ml (1/2 teaspoon)
- Children (7-14 years old): 5 ml (1 teaspoon)



20/40/80
servings

Packing: 200 ml PET or glass bottle.

*NRV – Nutrient reference value



Valens IRON JUNIOR

Banana flavored
drops for kids (3+)

ABOUT VALENS IRON JUNIOR

- **Banana-flavored drops with liposomal iron, vitamin D3 and vitamin B6.**
- Contains liposomal iron **SunActive® Fe**, patented ferric pyrophosphate, which doesn't leave the unpleasant (metallic) aftertaste.
- Liposomal form enables **better iron absorption.**
- Contains **vitamin B6** to support normal red blood cell formation and **vitamin D3** for normal function of the immune system.
- Suitable for children from the **age of 3** as well as adults.



INGREDIENTS AND DOSING

Active ingredients in 1 ml:

- Iron: 7 mg (50% NRV*)
- Vitamin B6: 0,7 mg (50% NRV*)
- Vitamin D: 5 µg (100% NRV*)

Recommended daily dose:

- Children from the age of 3: 1 ml
- Adults: 2 ml

*NRV – Nutrient reference value



15/30
servings

Packing: 30 ml PET or glass bottle
with dispenser



Valens IRON

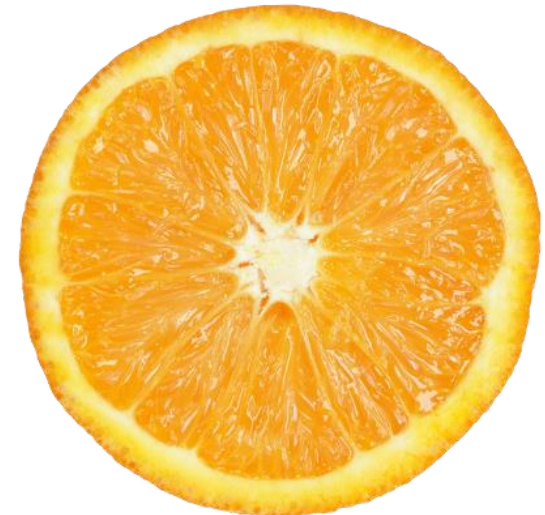
Orange flavored oral spray
for kids (3+) and adults

ABOUT VALENS IRON

- **Orange-flavored oral spray with highly bioavailable iron formulation.**
- Contains **Ferrazone®**, ferric sodium EDTA, that is gentler on the stomach and enables better absorption.
- Suitable for children from the **age of 3** as well as adults.
- Unique due to it's handy oral spray form.

Particularly beneficial for:

- Pregnant and breastfeeding women
- Children and adolescents
- Elderly
- Vegans



INGREDIENTS AND DOSING

Active ingredients in 1 ml:

- Iron: 14 mg (100% NRV*)

Recommended daily dose:

- Children from the age of 3: 1 ml
- Adults: 2 ml

*NRV – Nutrient reference value



15/30
servings

Packing: 50 ml PET oral spray
bottle

ADVANTAGES AT A GLANCE

- All products contain **highly bioavailable forms** of iron.
 - Gentler on the stomach.
 - Do not leave unpleasant metallic aftertaste.
- Addition of strategically selected **vitamins**.
- For all generations, needs and preferences.
- Pleasant taste due to **natural juices and flavors**.
- Made in **GMP certified facility** in **EU**.
- Made in **Slovenia (EU)**
- Suitable for **vegans**.





MORE INFORMATION

IRON (Fe)

- An essential mineral for human health (we must get it from food)
- There is plenty of iron-rich food sources, such as liver and red meat, dry fruit, beans, nuts.
- Iron participates in a variety of metabolic processes, indispensable to human life:
 - **Transportation of oxygen around your body.**
 - Formation of **red blood cells and hemoglobin.**
- In the human body, iron is found:
 - In red blood cells as **hemoglobin**, which is responsible for oxygen transport from lungs to tissues and organs,
 - In muscle cells as **myoglobin**, which supplies oxygen to the muscles,
 - as **ferritin**, iron containing protein, circling the blood → **body's iron store**

IRON DEFICIENCY

- **The most common nutritional disorder in the world.**
- Occurs when iron intake is too low to replace the amount we lose every day.
- When iron intake is chronically low, stores (ferritin) can become depleted, decreasing hemoglobin levels.
- In the most severe cases, it causes **iron deficiency anemia**, a condition in which body lacks adequate healthy red blood cells to carry oxygen to the body's tissues.
- **Causes:**
 - Blood loss
 - Inadequate diet
 - Inability to absorb iron
 - Pregnancy

SYMPTOMS

- **Fatigue and weakness,**
- Dizziness,
- Short breath,
- Chest pain, headaches,
- Weak immune system,
- Poor appetite ...
- Cold hands and feet,
- Brittle hair and nails,
- **Pale skin ...**

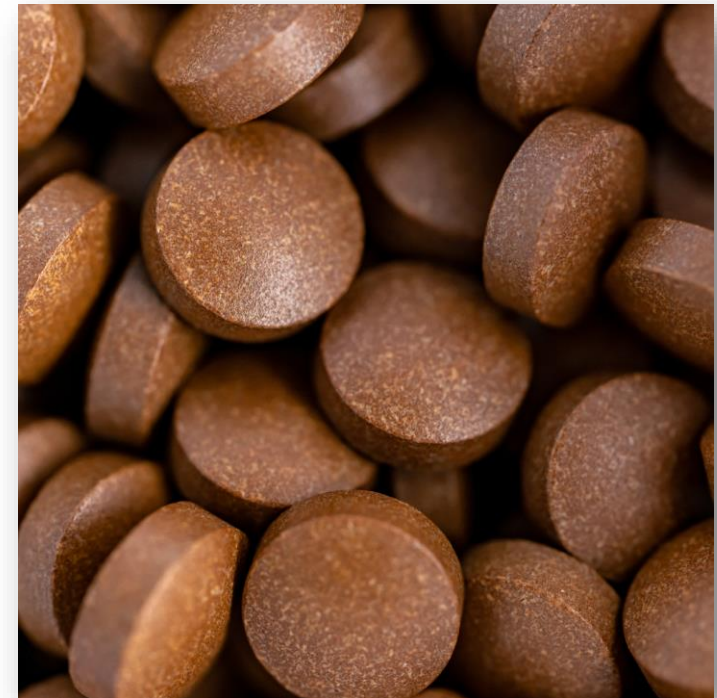


Groups of people with increased risk for iron deficiency:

1. Women (due to blood loss during menstrual cycle).
2. Children and adolescents (due to fast growth).
3. Elderly (due to low absorption rate).
4. Vegans and vegetarians (due to inadequate diet)

TREATING IRON DEFICIENCY

1. Increasing the intake of foods that are rich in iron.
 2. **Supplementation with food supplements.**
 3. Prescribed medication, taken orally.
 4. Intravenous administration of iron.
- Supplements contain different iron formulations – inorganic and organic. Most commonly used is ferrous sulfate.
 - Inorganic forms such as ferrous sulfate can cause **stomach upset, gastrointestinal symptoms and have low bioavailability and absorption rate¹.**



FERROCHEL®

- Ferrochel® → Organic form - Ferrous Bisglycinate Chelate

ADVANTAGES:

1. Has up to **4-times better absorption** compared to ferrous sulfate^{2,3}.
2. Causes **less than half the gastric distress incidents** compared to ferrous sulfate in adolescents and adult women^{2,4}.
3. Does not cause **negative side effects with other nutrients**.
4. Clinically proven efficient in treating **iron deficiency anemia**^{2,3,4}.
5. **Neutral taste.**

In nature, highly bioavailable forms of minerals are packaged **in proteins**.

- It protects them from binding to other food.
- It prevents irritation in the gastrointestinal tract
- It increases bioavailability → the human body is very **efficient at absorbing amino-acids**

Chelated iron is a supplemental form of iron that has been chemically altered to allow it to pass through the digestive system without breaking apart.

Chelate is a complex compound, consisting of a central metal atom (iron), attached to a large molecule – such as amino **acid glycine**.



SUNACTIVE® FE

- Ferric pyrophosphate is water-insoluble iron compound, often used for food fortification as it **causes no adverse color** and **flavor changes**
 - Downside: it has mediocre absorption
- **SunActive® Fe** is a dispersible form of ferric pyrophosphate, produced with special patented **miconization technology** and mixed with emulsifier.

ADVANTAGES:

1. Improved **iron bioavailability** ⁵.
2. **Less iron taste.**
3. **Mild on gastrointestinal system.**

SunActive®

FERRAZONE®

- Ferric Sodium ethylenediaminetetraacetic acid (EDTA)
- Inorganic salt and one of the most commonly used for food fortification

ADVANTAGES:

1. **High bioavailability and efficiency** in treating iron deficiency anemia⁶.
2. **No metallic taste.**
3. **No teeth staining.**
4. **No digestive side effects.**

REFERENCES

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VALENS®



CHOOSE IRON
PRODUCTS THAT
WORK!

Thank you for your attention!