

BREAKING NEWS

For All Non-Pregnant Women

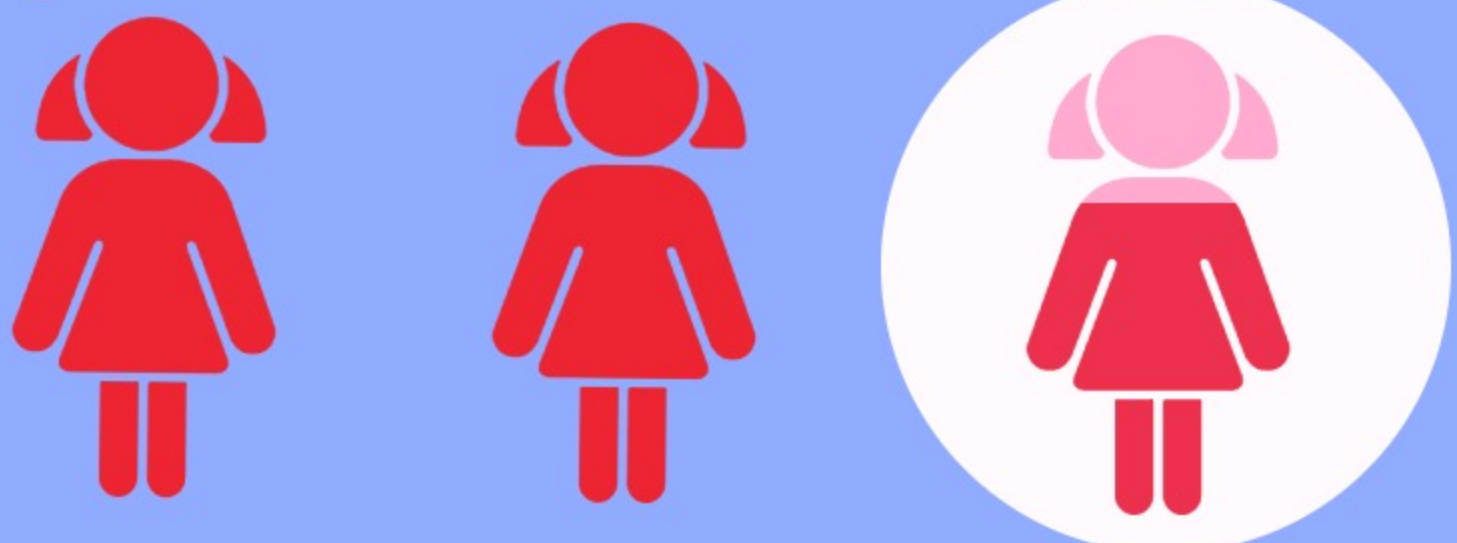
UNDER-IRONED?

YOU ARE IN TROUBLE.

BAD NEWS

THAT YOU SHOULD KNOW BEFORE YOU GET PREGNANT

#1



1 in 3 women in developed countries **DO NOT** have sufficient iron stores.

Low iron store before pregnancy causes

#2

Decreased fertility



AND

#3

Increased risk of developing anemia during pregnancy.



Anemia during pregnancy increases the risk of

#4



Preterm delivery

#5



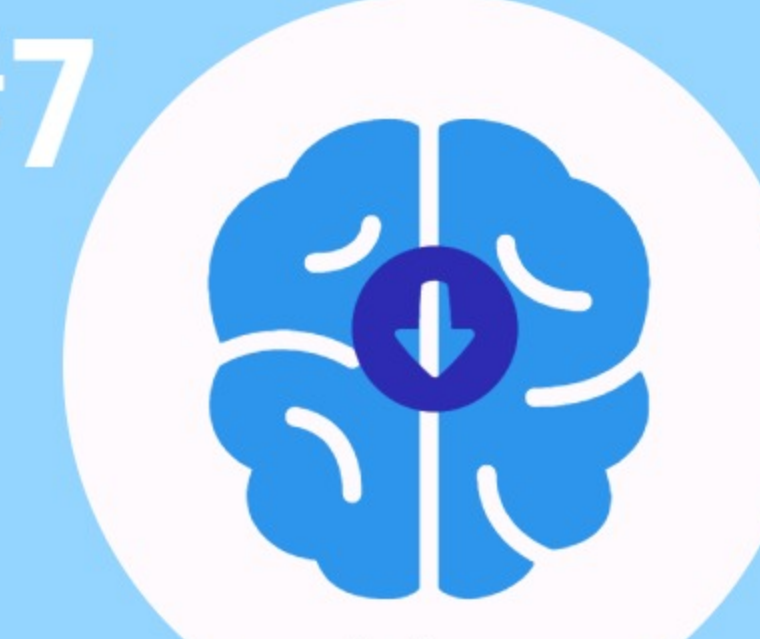
Low birth weight

#6



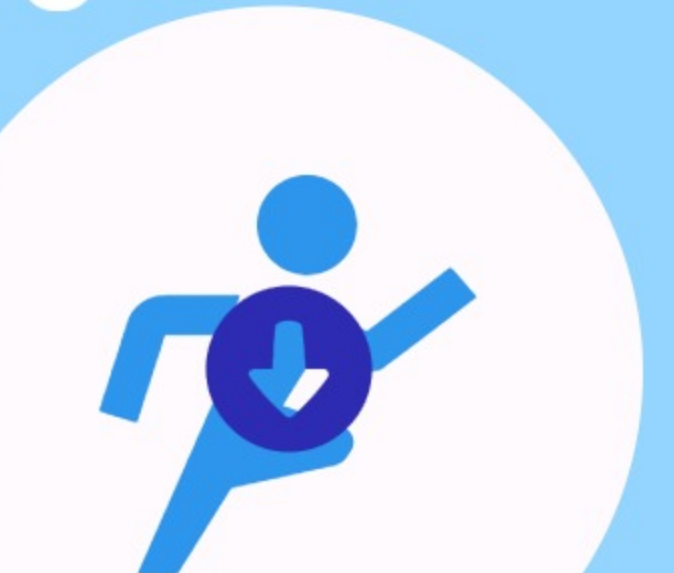
Fetal growth restriction

#7



Low cognitive capacity

#8



Low motor capacity

#9



Low iron store



NOT CONCERNED?

40 % of pregnancies are unplanned in Canada.



You never know when you will get pregnant...

GOOD NEWS

THAT YOU SHOULD KNOW BEFORE YOU GET PREGNANT

#1

Iron level can be increased more easily and efficiently before entering pregnancy



AND

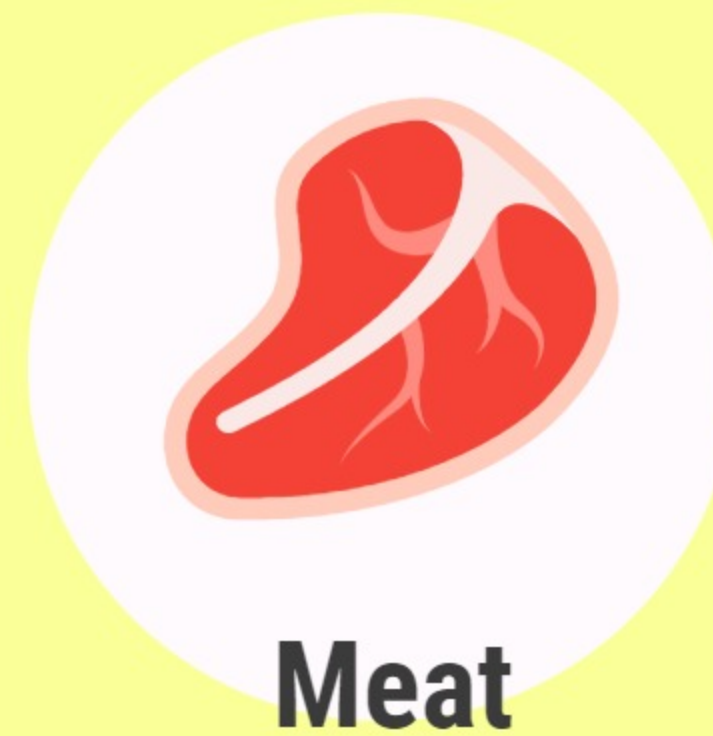
#2

The iron store is likely to last throughout pregnancy



HAVE AN IRON-RICH DIET

18 mg of iron everyday!

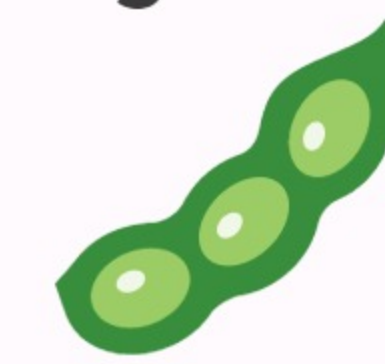


Meat

Green leafy vegetables



Legumes



Fortified grain products



No coffee/tea with meal

with Vitamin C



Iron in plants is not as well absorbed as iron in animal products.



Vegan and Vegetarian

Aim for 33 mg everyday!

If you are...



Overweight and Obese

Aim for 27 mg everyday!

Their iron absorption is 33% less than people with normal weight.

