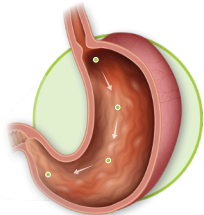


INTRODUCING NEW Feramax[®] Pd

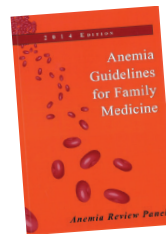
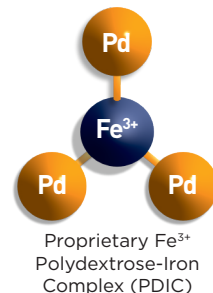
Unique, patented formulation

Feramax[®] Pd is a stable formulation of ferric iron and homogenous polydextrose. This ensures a more uniform structure, and high, reproducible quality.

New Formula - Same Trusted Iron Supplement



The **Feramax[®] Pd** complex releases the ferric iron closer to the site of absorption in the duodenum of the intestine³, and is well-tolerated. By contrast, ferrous iron in iron salts gets released in the stomach⁴, which is typically associated with side effects such as constipation, abdominal pain, etc.



Feramax[®] Pd Therapeutic 150 delivers 150 mg of elemental iron per capsule, an optimal daily dose for adults, based on Canadian Anemia Guidelines.⁶



Distinctive Packaging for Ease of Use

Patient Friendly

Visual layout provides the most relevant clinical information at a glance and enables ease of use.



Brand and dose are clearly visible on the capsule, so you can identify your **Feramax[®] Pd Therapeutic 150** easily.

Feramax® Pd Therapeutic 150 AS COMPARED TO TRADITIONAL IRON SALT SUPPLEMENTS

Property	Feramax® Pd Therapeutic 150	Iron Salt
Side effects* ¹	Low	Medium to high
Constipation rate ²	Low	High
Primary iron disintegration ^{3,4}	Duodenum	Stomach
Pills per day ⁵	1	2-3
Take with food ⁵	With or without	Without food
Elemental Iron (EI) amount ⁵	150 mg/capsule	35-100 mg/pill
Vegan Certified	Yes	Rare
Price of daily therapeutic 150 mg dose	\$0.75 per day**	\$0.48 to 0.84 per day**
Formulary Coverage	Rare	Common



References:

*Side effects include nausea, vomiting, dyspepsia, constipation, diarrhea, and dark stools..
 1. BCGuidelines.ca: Iron Deficiency - Diagnosis and Management (2019): Appendix A: Oral Iron Formulations and Adult Doses. <https://www2.gov.bc.ca/gov/content/health/practitioner-professional-resources/bc-guidelines/iron-deficiency> Accessed October 16, 2020 2. BioSynt data on file. 3. Miret S et al. Physiology and Molecular Biology of Dietary Iron Absorption. Annu. Rev. Nutr. 2003. 23:283-301. 4. Tae-Sik Nam et al. Clinical Study on the Iron Absorption from Heme-Iron Polypeptide and Nonheme-Iron. Nutritional Sciences 9(4) 2006, pp.295-300. 5. Respective Product Prescribing Information. 6. Anemia Review Panel. Anemia Guidelines for Family Medicine. 3rd ed. Toronto: MUMS Guidelines Clearinghouse; 2014:8. ** National Average Selling Prices for 30 capsules of Feramax® Pd Therapeutic 150 with once a day dosing, and twice a day dosing for Eurofer \$0.48 and Palafer \$0.84 in order to reach the daily therapeutic 150 mg dose. † #1 Pharmacist and Physician recommended Nationally (2020), iron supplement category. Pharmacy Practice + Business and Profession Santé / The Medical Post and Profession Santé 2020 Survey on OTC Counselling and Recommendations