

## Why Spatone™?

- Spatone is a 100% natural liquid iron food supplement, scientifically shown to help prevent iron deficiency during pregnancy<sup>4</sup>.
- Iron absorption from Spatone is up to 40%<sup>5</sup> compared to up to 20%<sup>6</sup> from plant-based food sources or up to 10% from conventional iron supplements<sup>7</sup>. One sachet of Spatone should provide your body's daily absorbed iron needs.
- Gentle on the stomach, Spatone causes fewer side effects than conventional iron tablets<sup>8</sup>.
- Spatone comes in convenient, easy to open sachets, available in 14 and 28 day packs.
- Spatone is the UK's best-selling iron supplement<sup>1</sup>.



\*Spatone is suitable for children from the age of 2.

## How to use

Spatone is best taken diluted in orange juice in the morning on an empty stomach or in between meals. You can also mix Spatone with other juices, such as apple, mango, pineapple or tomato juice – all rich in Vitamin C and low in tannins. Spatone can also be taken neat or diluted in water.

Adults and children\*: take 1 Spatone sachet a day  
Pregnant women: take 2 Spatone sachets a day

**TIP:** Leave a minimum of 30mins between taking Spatone and consuming food and drink (with the exception of water).

## Availability

Singapore : At all leading pharmacies and department stores  
Distributed and marketed by Activhealth (S) Pte Ltd  
116 Middle Road ICB Enterprise House #05-01  
Singapore 188972



Call us at 6333 9728



or write to [activ\\_marketing@singnet.com.sg](mailto:activ_marketing@singnet.com.sg)

<sup>1</sup> IRI HBA outlets, 52 w/e 27th Oct 2010

<sup>2</sup> The National Diet & Nutrition Survey: adults aged 16 to 64 years (2003). Carried out in Great Britain on behalf of the Food Standards Agency and the Departments of Health by the Social Survey Division

<sup>3</sup> Webster-Gandy J, Madden A, Holdsworth M Ed's (2006) Oxford Handbook of Nutrition and Dietetics. Oxford University Press, Oxford

<sup>4</sup> Mayet FGH (1985) Anaemia of pregnancy. South African Medical Journal 67, 804-809

<sup>5</sup> Malczewska J, Raczynski G, Stupnicki R. Iron status in female endurance athletes and in non-athletes. Sport Nutr Exerc Metab. 2000; 10: 260-276

<sup>6</sup> M. Worwood (University of Wales College of Medicine) et al. 'Iron absorption from a natural mineral water' in Clinical and Laboratory Haematology, 1996, 18 23-27

<sup>7</sup> D. McKenna (Royal Victoria Hospital) et al. 'a randomised trial investigating and iron-rich natural mineral water as a prophylaxis against iron deficiency in pregnancy' in Clinical and Laboratory Haematology, 2003, 25 99-103

<sup>8</sup> G. Halksworth (Royal Glamorgan Hospital) et al. 'Iron absorption from Spatone for prevention of iron deficiency in pregnancy' in Clinical and Laboratory Haematology, 2003, 25 227-231

Food supplements must not replace a varied and balanced diet and healthy lifestyle. Always consult your healthcare professional before taking any food supplements when pregnant or breast feeding. Please note that the above sources relate to Spatone, 100% natural iron food supplement.

[www.activhealth.sg](http://www.activhealth.sg)



**spatone™**  
liquid iron supplement

- ✓ The UK's best selling iron supplement<sup>1</sup>
- ✓ Spatone is iron-rich spa water from Snowdonia, Wales
- ✓ Suitable for all the family\*



\*from 2 years onwards

[www.activhealth.sg](http://www.activhealth.sg)



Healthy Mind • Healthy Body



The human body needs iron to facilitate a number of processes and functions that are essential to life.

Iron is required to transport oxygen around your body and to help maintain a healthy immune system and sustain concentration levels.

## Iron deficiency

Iron deficiency develops gradually and usually begins with a negative iron balance when iron intake through diet does not meet your body's daily iron requirement. This occurs particularly amongst children and women of child bearing age. Initial symptoms of iron deficiency can include:

- Fatigue and general lack of energy
- Decreased ability to concentrate
- Decreased endurance during exercise

If iron levels are not topped up more serious iron depletion can occur which can lead to iron deficiency anaemia. The following symptoms can develop:

- Pale skin
- Dry, brittle nails & hair
- Breathlessness
- Dizziness
- Headaches
- Dim vision
- Insomnia
- Loss of appetite
- Indigestion
- Restless legs
- Tingling in fingers & toes

If you experience any of these more serious symptoms or have been diagnosed with anaemia you should always consult your GP.

## Eating healthily

Statistics from the Department of Health show that as many as 91% of women aged 16-64 may not get their RDA of iron from their diets. One third of all women have iron intakes so low that it affects their health. Also, most people do not realise that many foods and drinks can inhibit the absorption of iron due to the compounds they contain, e.g.

- Tea, coffee and some soft drinks (contain caffeine)
- Red wine and grape juice (contain tannins)
- Dairy products (contain calcium)
- Wheat, oats or cereal (contain bran)



This is why iron supplements should not be taken with food or drink and are best taken on an empty stomach.

## Who needs extra iron? Women

Iron is the only mineral where women's requirements are greater than men's due to menstrual blood loss and pregnancy.

Iron is a very difficult mineral for the body to absorb. The overall absorption of iron from the diet is generally low, e.g. we only absorb up to 20%<sup>1</sup> from plant-based foods such as spinach or broccoli.

The recommended daily allowance (RDA) of iron is 14mg, **increasing to 30mg in pregnancy!** However this takes into account that the average person is unable to absorb most of the iron from food consumed.



It is not actually how much iron we consume that is important but the amount of iron that our body is able to absorb.

## Pregnancy

Sufficient iron intake during pregnancy is essential for you and your growing baby.

An adult woman needs to absorb between 1.5-2mg of iron per day. For a pregnant woman this can increase to 2-4mg in the first trimester and 3-6mg in the third trimester.

It is estimated that 35% of pregnant women are iron deficient in their first trimester and 85% of women will become iron deficient by their third trimester.

Always consult your healthcare professional before taking any food supplements during pregnancy and breastfeeding.

## Children & Teenagers

Children who don't eat enough or who eat foods that are poor sources of iron are at risk of developing iron deficiency.

Iron plays a crucial role in both physical and cognitive development during childhood. A diet low in iron affects a child's ability to concentrate and learn.



Iron requirements increase dramatically during puberty to cater for rapid growth, the loss of iron due to menstruation in teenage girls and considerable gains in bones and muscles in teenage boys. The symptoms of iron deficiency are harder to spot in teenagers than in adults. If the iron deficiency is mild there might be no symptoms at all or they might be dismissed due to the fact that teenagers are often a little moody or lethargic.

## Athletes

Studies show that more than 50% of all women runners are deficient in iron resulting in fatigue and poor endurance<sup>1</sup>.

Dietary iron intake of female athletes is often insufficient to support the extra iron requirement due to the physical demands placed on their bodies through training and performing. Amongst physically active people, iron levels can be depleted in numerous ways, for instance, up to 50% of the average daily iron requirement may be lost as part of sweating during only one hour of intense exercise!



## Retired

As we get older, our capacity to absorb iron diminishes.

This coupled with often a poorer appetite, can lead to less than ideal iron levels. Modern lifestyles and convenient food choices often result in diets lacking in iron.

