



Frequently Asked Questions

What is iron deficiency anemia?

Without sufficient iron, the body cannot produce enough hemoglobin – the substance in red blood cells that enables them to carry oxygen to the body's tissues and organs. This can be due to diet, heredity, external factors like surgery, internal bleeding, certain chronic blood disorders, gastrointestinal or kidney issues, or and pre-natal and postpartum situations.

It is important to note that iron deficiency anemia is a medical condition and disease state that requires medical care.

Is iron deficiency anemia serious?

Because iron deficiency limits the amount of oxygen tissues and vital organs receive, depending on the severity and length of time of the deficiency, it can be very serious or even fatal.

What is the difference between iron deficiency anemia and iron deficiency anemia?

Iron deficiency simply means having less than the desired amount of iron, while true iron deficiency anemia is more severe and represents an actual disease state requiring medical care.

What are the symptoms of iron deficiency?

Initially, iron deficiency symptoms can be so mild they often go unnoticed, but as the deficiency becomes more acute, the signs and symptoms worsen. Early symptoms can include:

- Extreme fatigue/lethargy
- Weakness
- Pallor

- Chest pain, fast heartbeat, shortness of breath
- Headache, dizziness, lightheadedness
- Coldness in the extremities
- Brittleness in nails
- Unusual cravings for non-food items (dirt, ice, starch, etc.)
- Poor appetite
- Excitability, lack of focus, or behavior problems in children

How common is iron deficiency anemia in children and adults?

Iron deficiency is a common and serious problem in children, especially preemies and those who are picky eaters. Although iron deficiency affects fewer adults, it is fairly common. According to the American Academy of Family Physicians, iron deficiency anemia is less common in adult males, but it affects roughly 12 percent of white females and nearly 20 percent of Black and Hispanic females in the United States.

How common is iron deficiency?

According to a recent study published in *Lancet Haematology*, iron deficiency is very common, affecting roughly one-third of all people and making it the single most widespread nutrient deficiency among adults and children alike. Iron deficiency is most common among women of child-bearing age.

Which conditions are caused by or exacerbated by iron deficiency?

While iron deficiency can exacerbate many health conditions, especially cardiac, pulmonary and circulatory problems, it plays a critical role in conditions like Restless Leg Syndrome, PICA, ADD, ADHD, Celiac disease, Crohn's disease and foot-strike hemolysis.

How long does one need to stay on iron supplements?

Iron deficiency can often be temporary or situational and will resolve after a shorter course of supplement treatment, more serious or chronic conditions can require long-term supplement usage or even transfusions. As with any other medical condition, it is best to consult with your physician on these issues to determine what's best for you.

Who should take NovaFerrum and how much should be taken?

NovaFerrum offers a wide range of supplements to improve the health, energy, and well-being of adults and children with very different needs. As with any other medical condition, it is best to consult with your physician on these issues to determine what's best for you.

How do I know NovaFerrum will work for me?

NovaFerrum is the ONLY over-the-counter iron supplement clinically proven to be safe, effective and well-tolerated. It has been recommended and endorsed by countless general practitioners, pediatricians, hematologists and neonatologists as a treatment for patients of all ages and has received thousands of 5-star reviews from happy customers.

However, it is critical to research ANY supplement you are considering taking. We urge our customers not to just take our – or any other supplement manufacturer's word for it. Please consult your physician to get his/her input before ordering.

How does NovaFerrum compare to other iron supplements?

Savvy consumers know that FDA testing is not required for supplements, so there is often no proof that competing products actually work or may not contain potentially harmful ingredients. Because we are grounded in science, NovaFerrum has voluntarily submitted to extensive medical and scientific testing and to ensure that our claims have been verified. We are proud to be the ONLY over-the-counter iron supplement clinically proven safe, effective and well-tolerated through a long-term clinical trial. Our meticulously sourced products have also been recommended and endorsed by countless general practitioners, pediatricians, hematologists and neonatologists as a treatment for patients of all ages.

We also took everything about regular iron supplements and made them better, ensuring better taste, better absorption, fewer gastrointestinal side effects, and the optimal mix of natural ingredients and minimal additives required to ensure safety. Simply put, we believe our iron products stand head and shoulders above the rest.

Does NovaFerrum cause upset stomach?

Historically, iron supplements have been notoriously terrible-tasting and very hard on the stomach, causing gastrointestinal issues like stomach pain, nausea, etc. NovaFerrum was designed to provide a better way for patient. Our products are formulated using a polysaccharide compound that is much better tolerated and produces zero to minimal GI issues.

Does NovaFerrum stain teeth?

While many iron supplements stain teeth, NovaFerrum was designed to avoid this common issue. If proper oral hygiene procedures, like rinsing after use and regular brushing, are followed, no staining will occur.

Is it made in the USA?

Our products are meticulously sourced and manufactured in the United States, ensuring use of the highest quality materials

Is it gluten-free?

Our products are gluten-free certified

Can you mix NovaFerrum with breast milk?

Unlike other infant iron drops that taste terrible and cause babies to spit them out, NovaFerrum is designed to taste good naturally, so no mixing may be necessary. However, its fine to mix with breast milk or other liquids if desired.

Does it contain parabens, sugar, alcohol, or artificial ingredients?

Our meticulously sourced, painstakingly produced, and scientifically proven products were formulated with natural fruit flavors and natural fruit sweeteners to include everything you want and NOTHING you don't.

Are NovaFerrum products vegan-verified?

With the exception of our YUM! Multivitamin with iron, whose D3 is not plant sourced (there is an alternative DELISH with a plant sourced D3), ALL NovaFerrum products are vegan verified.

Do I need a prescription?

NovaFerrum products are designed to offer exactly what you and your physician think your body needs without the need for a prescription. However, unlike other over-the-counter supplements, NovaFerrum is proud to be rooted in science and deep pharmaceutical knowledge. We are also THE ONLY iron supplement on the market today proven to be safe, effective and well-tolerated through an extensive multi-year clinical trial. Of course, as with any health decision, we encourage the consumer to consult with a licensed medical professional prior to taking any supplement.

Will my insurance cover the expense?

Coverage varies from state to state, so please check with your insurance carrier.

Where can I buy NovaFerrum products?

NovaFerrum products are available through Amazon and NovaFerrum.com across the United States, as well as through select pharmacies. We have also developed an extensive reseller network through which we sell in Asian countries, including Singapore, Vietnam, and Taiwan, as well as in several European Union and middle eastern countries. Interest in our products has continued to grow in nearly all regions, and we are working to enhance our global distribution network.