



## **NovaFerrum: An Iron-clad Solution to a Pressing Problem**

Now widely recommended by physicians and pharmacists and used by more than two million happy customers across the globe, the [NovaFerrum](#) line of iron and multivitamin supplements began as a labor of love by a father desperate to help his infant daughter get the nutrition she needed to live and thrive. After she rejected every brand of iron drops that was offered, he decided to use his background in pharmaceuticals and children's healthcare to create a product that didn't yet exist: a natural and highly effective iron supplement that works well, tastes great and minimizes the tough side effects like constipation and stomach pain often caused by other iron supplements. From that need, NovaFerrum was born. The labor of love continues today, with multivitamins and iron supplements that help ensure wellness and improve energy for children and adults.

NovaFerrum is the ONLY over-the-counter iron supplement clinically proven to be safe, effective, and well-tolerated through an in-depth multi-year clinical study, so our products are trusted and widely recommended by pharmacists and physicians, including hematologists, pediatricians, and neonatologists. Our natural and scientifically validated iron products are sold in select pharmacies and direct-to-consumers through Amazon.com, with rave reviews.

In creating NovaFerrum, we took what was available on the market and improved *everything* about it to create the ideal source of iron for infants to adolescents, adults, athletes, seniors and anyone hoping to take better care of themselves. Our products are not the only iron supplements on the market, but, once you've tried them, you'll know that nothing else compares.

### **Grounded in science. Fed by passion.**

The most common nutritional deficiency, iron deficiency is a pervasive and pressing problem that can cause or exacerbate major health issues, while significantly decreasing quality of life and overall well-being. An effective iron supplement can prevent or eliminate the problems that occur when your body is not getting what it needs to function properly. Yet, many people are iron deficient without even knowing it, causing failure to thrive, low energy, unhealthy weight gain or loss, changes in

appearance like dark circles, increased risk of cardiac events and repressed immune response.

While iron supplements can be a very effective tool, they are not all created equal. You don't want to trust your family's health to a formula cooked up in a kitchen sink or passed down as a family heirloom. You need a scientifically proven solution based on years of pharmaceutical and health care experience. NovaFerrum is proud to be the only over-the-counter iron supplement proven safe, effective and well-tolerated through a rigorous multi-year clinical trial. Health care is in our DNA, and our passion for bringing advanced science to bear in improving quality of life and clinical outcomes is at the core of everything we do.

### **Everything you want and nothing you don't.**

At NovaFerrum, we wouldn't sell you anything we wouldn't take ourselves or give our own children. That means that quality comes first. Our products are meticulously sourced and manufactured in the United States using best-in-class providers and high-quality natural ingredients you can actually pronounce, like grape, monk fruit, chocolate, raspberry and, of course, iron. We don't take short cuts or sacrifice purity or effectiveness for cost savings, including not using bad stuff like the red dyes and wood pulp common in other drops and chewable vitamins, and we are proud to offer vegan-friendly, non-GMO, gluten-free, Halal and Kosher options to fit nearly every need and dietary restriction.

### **A better way for better health**

While everything we do is rooted in science, physician insight and pharmaceutical know-how, we are not big pharma. NovaFerrum remains a family-owned and operated company run to serve the needs of people. Even our CEO still takes calls from customers to help explain options and answer questions. We also don't claim to be all things to all people. We do one thing: make iron supplements, and we do it better than anyone else. Choosing NovaFerrum will not only support better health, but also guarantee more attentive personal service and the peace of mind that comes from knowing we're here to help.

We've helped more than two million people – from preemie babies small enough to fit in the palm of your hand to adolescents and adults and from athletes to senior citizens – from all over the world lead healthier, happier, more productive lives, and we can help you, too.

### Children's Products

- YUM! Multivitamin with iron for infants and toddlers
- YUMMY! Liquid iron pediatric drops
- WOW! High potency liquid iron
- MMM! NovaMV multivitamin pediatric drops
- ALL GOOD! 50 MG iron capsules
- YAY! Chewable iron supplement for kids
- DELISH! Vegan multivitamin with iron pediatric drops
- AWESOME! Liquid daily NovaFerrum multivitamin with iron
- TASTY! Chocolate liquid iron pediatric drops

### Adult Products

- WOW! 125 high potency liquid iron
- ALL GOOD! 50 MG iron capsules
- AWESOME! Liquid daily multivitamin with iron

**For more information on NovaFerrum's complete line of iron and vitamin supplements for adults, infants and children, please visit [www.novaferrum.com](http://www.novaferrum.com).**