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**September 22, 2022**

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**Ensuring Compliance through Enhanced Palatability: Leading  
Pharmaceutical and Supplement Company NovaFerrum Earns  
Patent for Iron Taste-Masking Formulation/Technology**

***Recommended by doctors and patients, NovaFerrum combines natural ingredients and  
proven clinical efficacy with great taste***

**Greenville, S.C.** – [NovaFerrum](#), the only over-the-counter iron supplement clinically proven to be safe, effective and well-tolerated through a multi-year clinical study, has earned a [patent](#) for its proprietary iron taste-masking formulation and technology. NovaFerrum's children and infant products have now become the first iron supplements to be patented for their pleasant taste.

Iron supplements are notoriously foul-tasting and unpalatable to many people and can often cause gastrointestinal upset and pain, resulting in many patients, most notably infants and small children, spitting it out or refusing to take it entirely. The compliance problem is so severe that NovaFerrum founder and CEO Patrick Monsivais started the company based on his own struggle to help his infant daughter get the nutrients she needed but refused to swallow. Using his pharmaceutical background and trying various chemical formulations, flavor profiles and ingredients, Monsivais rejected the iron salt formulations that were currently in use in favor of a formula with fewer gastrointestinal side effects, as well as better taste, both of which would result in greater compliance. He then began extensive testing of natural ingredients, including raspberry and grape, and using monk fruit and katemfe fruit, to mask iron's usual metallic taste.

The U.S. Patent Office awarded patent number 11,395,502 to the following abstract: "An iron supplement nutritional formulation for infants and adults using a non-nutritive sweetener including an extract from monk fruit in combination with a polysaccharide iron complex to improve the taste and palatability of the supplement, thereby increasing dosage accuracy in children and infants who tend to regurgitate or spit out other forms of iron supplements." The patent award comes after more than nine years

of filings with the U.S. Patent Office, all coordinated directly by Monsivais, who also handled all legal filings, clinical trials, formulary approvals and even U.S. Food and Drug Administration approvals directly for NovaFerrum, something big pharma companies hire teams of hundreds of employees to do.

With roughly 30,000 bottles sold each month, NovaFerrum products are widely recommended by pediatricians, hematologists and general practitioners and sold in select pharmacies and direct-to-consumers through Amazon.com. NovaFerrum earned rave reviews, including nearly 14,000 Amazon five-star reviews. The company's market share continues to grow rapidly, allowing the small, privately owned company to effectively compete with large and well-funded vitamin and supplement conglomerates and big pharma.

The family-owned pharmaceutical company meticulously sources and manufactures its products in the United States using best-in-class providers and high-quality natural ingredients and offers vegan-verified, non-GMO, certified gluten-free, Halal and Kosher options to fit nearly every need and dietary restriction.

"We have always thought of ourselves as the little company that could, going head-to-head with much bigger and better-funded companies based on the quality and effectiveness of our products and by consistently going the extra mile and refusing to cut corners," noted Gensavis Pharmaceuticals/NovaFerrum founder and CEO Patrick Monsivais. "This patent is further evidence that we have created a superior product that addresses a key market need and consumer pain point while grounding everything in solid science and medical evidence. More importantly, NovaFerrum is a family committed to helping other families improve their health and well-being."

For more information about NovaFerrum and its products, please visit

[www.novaferrum.com](http://www.novaferrum.com) or through Amazon:

[https://www.amazon.com/stores/NovaFerrum/page/092E13D2-9AB1-4913-93C4-EDC6D3E02E13?ref=ast\\_bln](https://www.amazon.com/stores/NovaFerrum/page/092E13D2-9AB1-4913-93C4-EDC6D3E02E13?ref=ast_bln). NovaFerrum invites doctors and customers to engage with its content and insights and share their experiences with the products through the company's social channels: Instagram - <https://www.instagram.com/novaferrum/>, Facebook - <https://www.facebook.com/novaferrumironsupplements/>, and YouTube - <https://www.youtube.com/channel/UCLIC8Nx4YDDSGzvMLcRxVKg>.

## **About NovaFerrum**

Headquartered in Greenville, S.C. and founded in 2008 by former pharmaceutical executive and concerned parent Patrick Monsivais, NovaFerrum makes iron and multi-vitamin supplements designed to keep adults and children healthy and thriving. Because we know that even the best medicine won't work if it tastes too awful to be swallowed or causes harsh side effects, we've developed our formulations to include everything you want and nothing you don't. We're proud that our all-natural and American sourced and manufactured products are not only made from ingredients

you can actually pronounce, like grape, monk fruit, raspberry, chocolate and iron, but they are also the only over-the-counter iron supplements clinically proven to be safe, effective and well-tolerated through an in-depth multi-year clinical study. Widely recommended by doctors and pediatricians and with more than two million satisfied customers across the globe, NovaFerrum iron products are sold in select pharmacies and direct-to-consumers through Amazon.com. Your family's health is paramount, so you need a wellness partner rooted in clinical evidence, pharmaceutical experience, physician insight and personal experience. You need NovaFerrum. For more information about our complete line of natural iron supplements, please visit [www.novaferrum.com](http://www.novaferrum.com).