



FOR IMMEDIATE RELEASE
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**Leading Iron Supplement Brand NovaFerrum Adds Adult Multivitamin
with Iron to Wildly Popular, Clinically Proven Product Line**
***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 added a new adult multivitamin with iron to extensive line of products. Suitable for anyone aged 4 and up, the new product, to be called YUM!, pairs NovaFerrum's patented iron-taste masking technology, along with its formulations flavored with all-natural ingredients like chocolate, raspberry and katemfe fruit, and unbeatable effectiveness to create a multivitamin that tastes great and delivers peak nutritional value and health benefits.

Iron deficiency is the top nutritional deficiency globally, with an estimated one-fourth of all people and one-third of all women in need of supplementation. In addition to promoting normal growth and a healthy immune system, iron is critical to the oxygen carrying capability of the blood, contributing to healthy cardiac and brain function, boosting energy levels, and overall strength. Yet, despite its importance, many people refuse to take needed supplements, which are notorious for their terrible taste and often difficult gastrointestinal side effects. NovaFerrum significantly reduces or completely eliminates many of these issues, allowing everyone from sensitive infants to finicky adults to get the iron their bodies need to function properly.

“With pleasant taste, natural formulations, minimal side effects and clinically proven effectiveness, NovaFerrum is hands-down the best iron supplement on the market for infants and small children,” noted Patrick Monsivais, founder and CEO of NovaFerrum's parent company, Gensavis Pharmaceuticals. “But, why should kids be the only ones to get the vitamins and iron they need in a great tasting and easy to digest product? With

our adult products, including the new YUM! multivitamin with iron for kids and adults, we're making better health more accessible to everyone."

Other NovaFerrum products include:

- ❑ **YUM!** Multivitamin with Iron for infants and toddlers
- ❑ **YUMMY!** Liquid Iron pediatric drops
- ❑ **WOW!** High potency liquid iron
- ❑ **MMM!** Multivitamin pediatric drops
- ❑ **ALL GOOD!** 50mg iron capsules
- ❑ **YAY!** Chewable iron supplements for kids and adults
- ❑ **DELISH!** Vegan multivitamin with iron pediatric drops
- ❑ **TASTY!** Chocolate liquid iron pediatric drops

With 50,000 bottles sold each month and options for nearly every dietary restriction from gluten-free and vegan verified to Halal and Kosher, the family-owned company's growing market share competes head-to-head with large and well-funded vitamin and supplement conglomerates and big pharma.

For more information about NovaFerrum and its products, please visit

www.novaferrum.com or through Amazon:

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 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 millions of satisfied customers, 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.

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