



Stop Anemia In Its Tracks. NovaFerrum Liquid Iron: Where Health Meets Taste for Kids

Iron Deficiency Anemia can cause all kinds of problems in children, ranging from fatigue and heart problems to developmental delays. And while bad taste keeps kids from taking most iron supplements, NovaFerrum has developed the best liquid iron supplements that turn the “yuck” into “yum.”

Anemia knows no bounds

According to the World Health Organization, anemia is a global public health concern. An estimated 40% of all children aged 6–59 months, equating to 269 million children worldwide, are affected by anemia. The condition also impacts 37% of pregnant women and 30% of women aged 15–49. While anemia is especially prevalent in low- and lower-middle-income countries, developed countries have more cases than they know.

Iron deficiency anemia is the more severe disease state form of iron deficiency, but many people suffer from iron deficiency without being anemic. As of 2021, statistics indicated that about 17% of premenopausal women and 10% of children in the United States are iron-deficient; however, a study led by a Columbia researcher revealed that iron deficiency is underreported in the United States, possibly due to a low test threshold: “Under the existing guidelines, doctors detect people only with the more severe forms of iron deficiency,” says study leader Gary M. Brittenham, MD, the James A.

Wolff Professor of Pediatrics at Columbia University Vagelos College of Physicians and Surgeons. “But they are neglecting many women and children with mild-to-moderate iron deficiency who are not anemic but still have ill effects from the lack of iron.” Further, according to betterhealth.vic.gov.au, about one-third of the world's population is iron deficient.

These aren't just numbers; they represent millions of individuals, each with a story, a future, and dreams that are dimmed by the debilitating effects of iron deficiency and iron deficiency anemia.

There are several types of anemia, with iron deficiency anemia (IDA) being the most common in pregnant women and children. This condition occurs when the body's iron supplies are too low to produce enough healthy red blood cells. Red blood cells are enriched with hemoglobin, an iron-containing protein that carries oxygen efficiently throughout the body. When oxygen levels in the blood dip, tissues and organs operate below their optimal capacity, unable to deliver peak performance.

Effects of IDA on mothers and children

Anemia isn't a condition that merely lurks in the background; it steps into the lives of those affected with a heavy tread, impacting overall health and well-being. For mothers and children, the stakes are even higher. Anemia during pregnancy is linked to increased risks of low birth weight, premature birth, and maternal mortality. It's a silent crisis that echoes through generations, as children born to anemic mothers are more likely to experience developmental challenges and health issues.

Symptoms and causes of IDA in children

The insidious nature of iron deficiency anemia is that its symptoms often creep in slowly, sometimes going unnoticed even by physicians until they manifest in ways that impact a child's daily life. The developmental delays associated with this condition are far more than data points; they are tangible impediments affecting cognitive, motor, and social-emotional development that can affect a child's ability to learn, interact, and thrive.

Recognizing the symptoms of iron deficiency anemia in children is a crucial step toward ensuring their optimal health and development. Early detection and intervention pave the way for appropriate treatments, such as liquid iron supplementation. Symptoms of anemia can include:

- **Fatigue and Weakness:** Children may appear unusually tired, lethargic, or have decreased energy levels.
- **Pale Skin:** A noticeable paleness in the skin, gums, and the insides of the eyelids.
- **Decreased Appetite:** A reduced interest in eating, leading to weight loss or slowed growth.
- **Behavioral Changes:** Irritability and anxiety due to reduced oxygen supply to the brain

- **Cognitive ability:** Children with anemia often have difficulty concentrating.
- **Frequent Infections:** A weakened immune system increases susceptibility to infections; children frequently sick with colds and flu could indicate iron deficiency.

A child with a severe case of anemia may have additional symptoms.

Iron deficiency anemia in children stems from various underlying causes, each contributing to reduced iron availability in the body. Some causes behind iron deficiency anemia include:

- **Inadequate Dietary Intake:** Children not consuming enough iron-rich foods in their diet.
- **Rapid Growth:** Periods of rapid growth, especially in infants and teenagers, where the body needs more iron.
- **Malabsorption Issues:** Conditions like celiac disease where the body doesn't absorb iron efficiently.
- [Excessive Milk Consumption](#): Drinking large amounts of milk can decrease appetite for other foods and interfere with the body's ability to absorb iron.
- **Blood Loss:** Conditions leading to blood loss, including injuries or heavy menstrual periods in teenage girls.

IDA and iron deficiency – common but treatable conditions

While concerning, iron deficiency anemia in children, as well as iron deficiency in general, are highly treatable, and one of the most effective solutions lies in iron supplementation. A twenty-six study clinical review concluded that supplementing with iron consistently increased hemoglobin concentrations, resulting in medical benefits such as fighting fatigue, improving cognitive function, boosting the immune system, and increasing physical ability.

NovaFerrum Liquid Iron Supplements – turning yuck to yum!

Parents and caregivers are all too familiar with the struggle of coaxing, negotiating, and, sometimes, the creative art of disguise to administer medicine to a non-compliant child. Traditional iron supplements typically combine an unpalatable taste and an off-putting smell. They're a concoction that, while packed with the promise of health, is literally "hard to swallow" (even for adults). Patrick Monsivais experienced this problem firsthand when his baby daughter refused to take her iron supplement; this inspired him to create [NovaFerrum](#) iron supplements produced by [Gensavis](#), his pharmaceutical company headquartered in Greenville, SC.

NovaFerrum liquid iron is the result of years of research and development; Mr. Monsivais has this to say about his products: "In a crowded sector with minimal oversight and many players

making competing and unsubstantiated claims, NovaFerrum has consistently gone the extra mile in terms of sourcing the highest-quality ingredients, addressing the needs of users, using the optimal mixture of natural and minimal chemistry formulations, and, most importantly, in being the only iron supplement brand to test and validate our products through a multi-year clinical trial which found NovaFerrum to be safe, effective, and well-tolerated."

NovaFerrum solves the challenge of administering liquid iron to children by simply making it taste good – so good that their taste-masking formula earned them a [patent!](#) Children delight in the taste of [NovaFerrum Liquid Iron Pediatric Drops](#), a harmonious blend where health meets taste. Each drop is infused with luscious natural fruit extracts, a dance of flavors where every dose is met with a smile instead of a tearful frown.

In addition to their great taste, [NovaFerrum Liquid Iron Pediatric Drops](#) are the preferred choice for many, especially children, for several reasons:

- **Enhanced Absorption:** Liquid iron supplements are known for their superior absorption rates and another great bonus – your child won't have to swallow a pill.
- **Gentle on the Stomach:** gastrointestinal discomfort is a common complaint associated with traditional iron supplements. NovaFerrum products are formulated using a [polysaccharide compound](#) that is much better tolerated and produces zero to minimal GI issues.
- **No Unnecessary additives:** Free of Alcohol, Sugar, Dyes, Parabens, or Gluten. Mr. Monsivais says, "At NovaFerrum, educated consumers are our best customers," he also reminds his customers: "Don't take our word for it; Ask your doctor."

Liquid iron:

A simple solution for IDA and iron deficiency

Iron deficiency anemia is a silent thief that robs children of their energy, vitality, and potential, casting a shadow that can linger and affect their academic performance, social interactions, and physical development. Fortunately, treating this condition may be as simple as including a liquid iron supplement in your child's health protocol.

[NovaFerrum Liquid Iron](#) stands as a trusted ally and a testament to the power of innovation, the pursuit of excellence, and an unwavering commitment to health. It embodies a synergy where science and nature converge, delivering a solution as potent in efficacy as it is delightful in taste. Every drop is a fusion of meticulous research, premium ingredients, and natural flavors children adore. Consider NovaFerrum as a partner in health, a choice that brings the promise of a vibrant, anemia-free future closer to reality.

For more information on NovaFerrum, its iron supplements or its clinical trial, please visit www.novaferrum.com.