

HAPPi



This information is intended for healthcare professionals in Australia and is not intended for the general public.

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Vegetarians



Women with Periods



Exercisers



HAPPi Women's Daily Iron+ Lactoferrin supports a women's energy needs and helps prevent dietary iron deficiency. With Iron, Lactoferrin, Vitamin C and Zinc for greater iron absorption with less risk of gut irritation.

Key Product Facts.

HAPPi Women's Daily Iron+ Lactoferrin is an oral iron supplement specially formulated to target the gut, the natural site of iron absorption.

HAPPi Women's Daily Iron+ Lactoferrin helps:

- prevent dietary iron deficiency and associated tiredness
- reduce the risk of side effects and gastrointestinal irritation associated with some iron supplements
- achieve the recommended daily iron intake

The advanced formulation for women contains lactoferrin the iron binding protein, Vitamin C to aid iron absorption and a highly bioavailable form of iron with greater absorption to promote healthy iron levels. These nutrients along with Zinc, also help support the immune system function and daily wellbeing.

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| Active Ingredients | Each capsule contains Bovine Lactoferrin 100mg, Zinc Amino Acid Chelate (Zinc 5mg) 25mg, Iron III Glycinate (Iron 3.5mg) 12.95mg, Ascorbic Acid 250mg. |
| Suitable for | Suitable for women at all life stages including vegetarians, women with periods and those who are physically active. |
| Usage | Take one capsule twice daily with food. Only under medical advice. |
| Use during pregnancy or breastfeeding | Please consult your medical practitioner. |
| Benefits | Helps to: <ul style="list-style-type: none">– Prevent dietary iron deficiency and relieve fatigue– Promote iron levels in the body– Assist red blood cell formation– Support energy production & vitality– Maintain immune system health– Reduce risk of gastro-intestinal irritation, nausea and constipation |
| Features | No added gluten, lactose, yeast, nuts or egg. No artificial colours or flavours. |
| Pack size | 60 Capsules |
| Company | Tatura Milk Industries Pty Ltd – A Bega Cheese Company Website: www.happihealth.com.au Email: consumercare@bega.com.au Consumer phone: 1800 571 833 |
| Warning | Too much iron can also be harmful. Iron deficiency should be properly diagnosed, and the underlying cause should be identified. Make sure you get the advice of a doctor. This medicine may not be right for you. Not for the treatment of iron deficiency conditions. Read the warnings before purchase. Always read the label. Derived from cows' milk. Contains phenylalanine and sulphites. Not for the treatment of iron deficiency conditions. Vitamin and/or mineral supplements should not replace a balanced diet. |



What makes HAPPi Women's Daily Iron+ Lactoferrin unique compared to other oral iron supplements?

HAPPi Women's Daily Iron+ Lactoferrin is formulated to support a healthy iron status by targeting the gut, the natural site where iron is readily absorbed. The key ingredients Lactoferrin, Iron Bisglycinate, and Vitamin C collectively help facilitate iron transport, increasing the amount of iron absorbed and making more iron available to a woman's body.

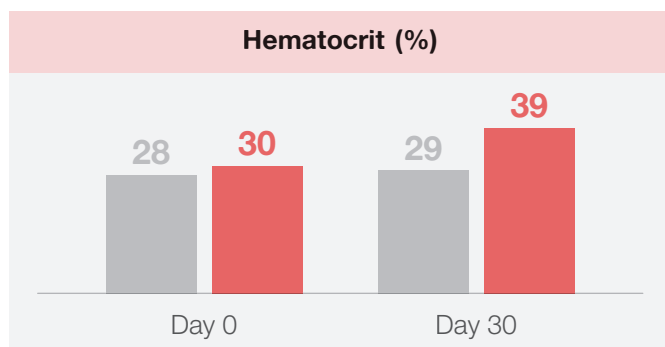
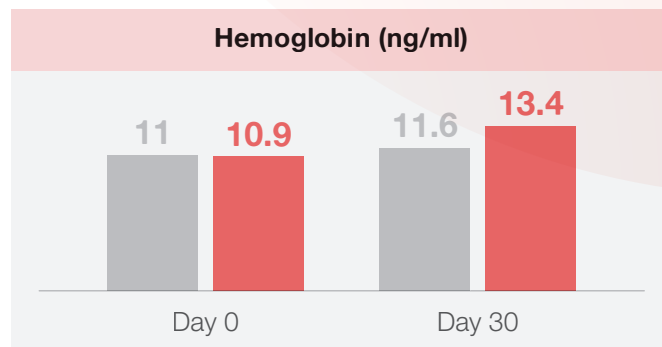
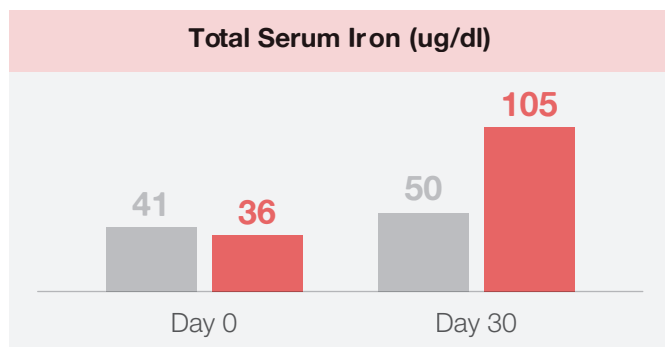
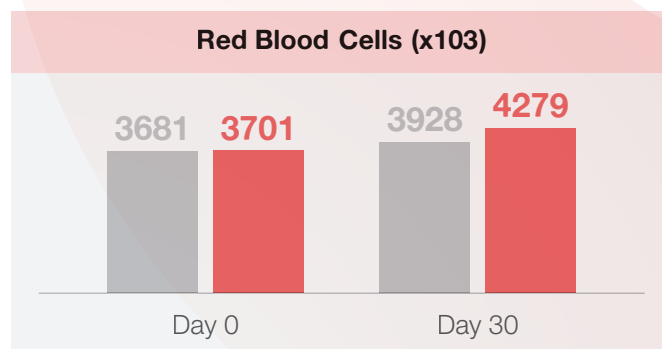
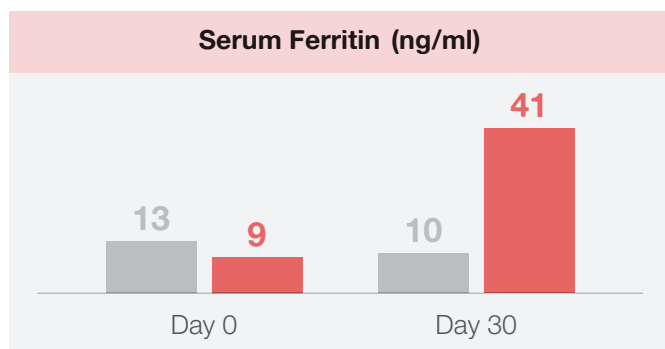
More about Lactoferrin.

The word says it all – “Lacto” (milk) “ferrin” (iron). Lactoferrin is an iron binding protein that naturally contains iron. Lactoferrin facilitates the transport of iron to the small intestine, the natural site of absorption of haem and non-haem iron.⁽¹⁴⁾ Research demonstrates lactoferrin is well tolerated by women.⁽¹³⁾

Lactoferrin is also a natural component of every person's immune system and is considered a first-line protein in the body's immune defence.

Research demonstrates that Lactoferrin offers an exciting approach to improving blood markers associated with low iron in women and is suitable for use at any life stage. In 2010, Paesano. R et al. demonstrated lactoferrin's ability to support iron status improvements in healthy non-pregnant women, with reduced incidence of patient withdrawal due to side effects.

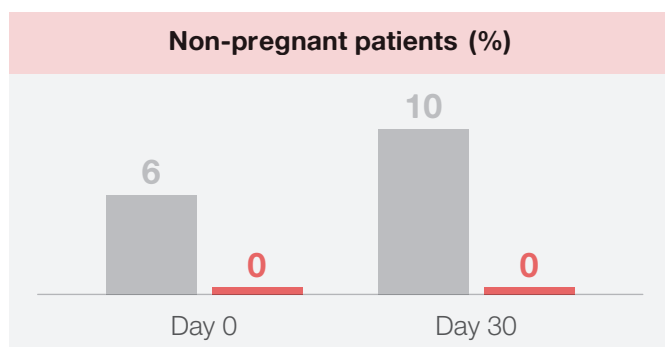
Lactoferrin (100 mg twice daily) VS Ferrous Sulfate (520 mg) in healthy non-pregnant women



■ Ferrous Sulfate ■ Lactoferrin

Source: Paesano. R et al. Lactoferrin efficacy versus Ferrous Sulfate in curing iron disorders in pregnant and non-pregnant women. International Journal of Immunopathology and Pharmacology. Vol. 23, no. 2, 577-587 (2010)

Percentage of patients who withdrew from study due to side effects



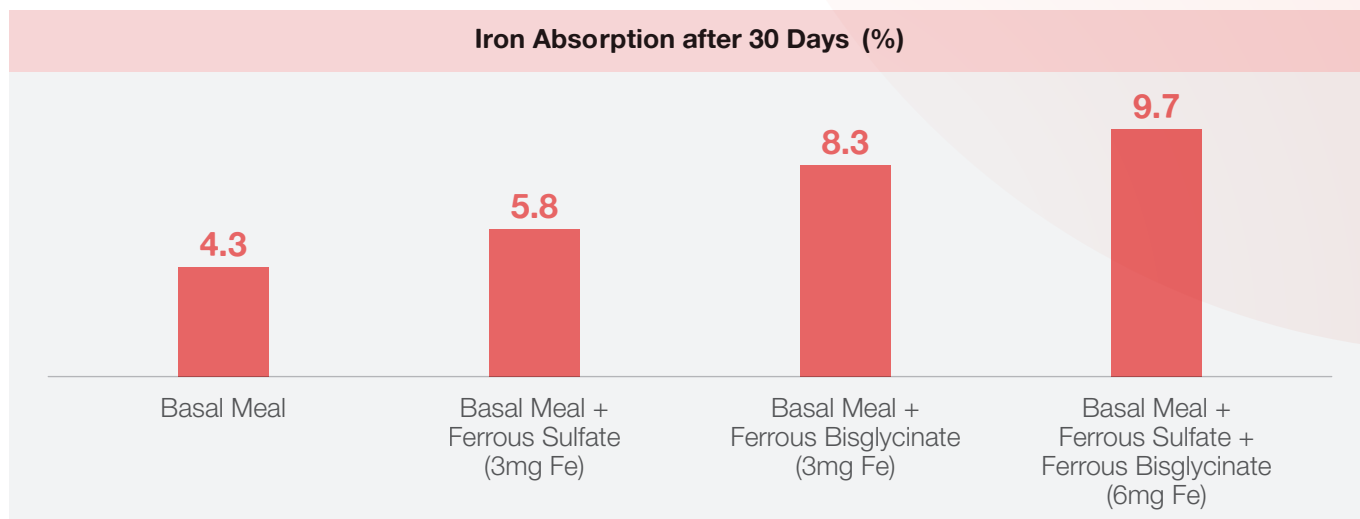
■ Ferrous Sulfate ■ Lactoferrin

The graph demonstrates that in non-pregnant women receiving oral ferrous sulfate, 16% withdrew due to adverse side effects whereas 0% taking bovine lactoferrin withdrew. (Paesano 2010)

More about Iron Bisglycinate.

Iron bisglycinate is shown to be better absorbed than some other forms of iron, such as ferrous sulfate, if taken with food.⁽¹⁵⁾ It is low-nausea, lower constipation, generally well-tolerated and gentle on the digestive system.

Lyrissse, M et al demonstrates in healthy men and women, a better percentage of iron absorption with iron bisglycinate compared to iron sulfate when taken with a meal.

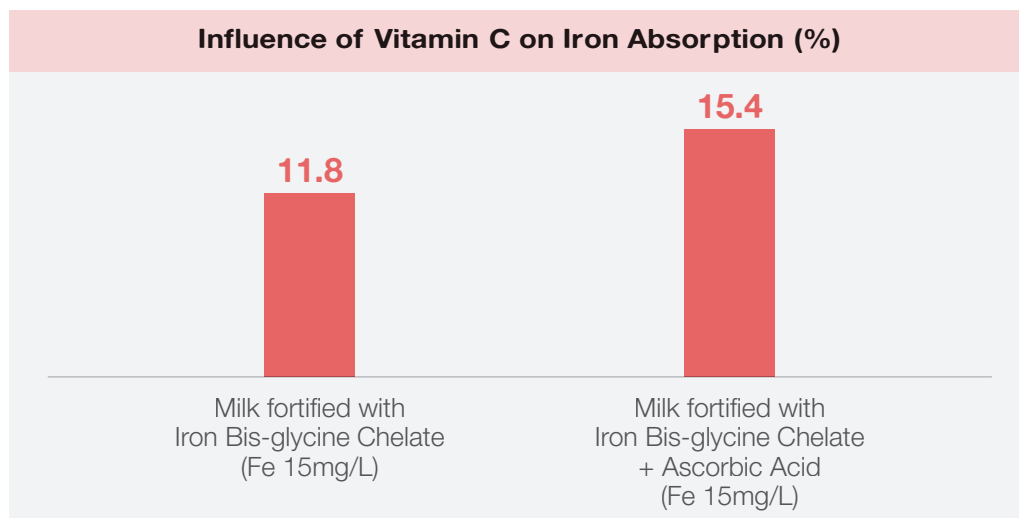


Lyrissse, M 2000. Iron bioavailability in humans from breakfasts enriched with iron bisglycine chelate, phytates and polyphenols. J. Nutr. 2000;130(9):2195. 60.

More about Vitamin C.

Vitamin C in combination with iron further helps support the absorption of dietary iron from the gastrointestinal tract. The Vitamin C and iron combine to form a complex, which increases the solubility of iron in the small intestine, resulting in increased uptake across the mucus membranes of the duodenum.⁽¹⁶⁾

In non-pregnant women aged 33-51 years, Olivares M, et al demonstrated the influence of ascorbic acid on iron bis-glycine bioavailability.⁽¹⁷⁾



Percentage of iron absorption by women of a milk fortified with iron bis-glycine chelate vs milk fortified with iron bis-glycine chelate plus ascorbic acid.

(Mean adjusted to 40% absorption of the reference dose).

Iron Deficiency – Who is at risk and Symptoms.

Iron remains the most widespread mineral deficiency in the world and the most common nutritional deficiency in Australia. According to the World Health Organisation, as many as 80% of the world's population are iron deficient, while 30% may have iron deficiency anaemia.⁽¹⁾

- Iron deficiency affects 34% of Australian women of child bearing age.^(12, 18)
- Among Australian women 40% of 14-18 year old females and 38% of 19-50 year-old females are not getting the recommended dietary iron intake from their diets.⁽¹¹⁾

Iron is incredibly important and performs many functions in the body. It is well recognised as the core of haemoglobin, which carries oxygen from the lungs to the tissues. Iron also plays an important role in energy production and other cellular functions.⁽¹⁸⁾

Depletion of iron stores and iron deficiency can occur at all life stages. Women are advised to have their iron levels regularly checked, particularly those vulnerable populations including:

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| Adolescent girls and menstruating women | Vegetarians (especially vegans) |
| Pre-menopausal women | Elderly people |
| Pregnant women | Athletes, especially those at elite level ^(3,4,5) |
| Special populations including Indigenous and refugee populations ⁽¹⁸⁾ | |

There are many symptoms which may suggest low iron levels including:⁽⁷⁾

| | |
|---------------------------------------|---|
| Fatigue, feeling tired, weakness | Decreased exercise capacity |
| Decreased work and school performance | Decreased concentration capacity |
| Decreased libido | Difficulty maintaining body temperature |
| Decreased immune function | |

A healthy Iron status. Absorption matters.

One of the many reasons that low levels of iron can develop is inadequate iron intake in the diet. But the absorption of iron is also important for maintaining a healthy iron status.

The Australian Iron RDI for women 19-50 years is 18mg, however the amount of iron required by the body is different to the recommended intake and this is due to the “bioavailability” of iron. The term ‘bioavailability’ refers to how easily a nutrient can be absorbed by the body.

Absorption of iron from food varies. Approximately, 18% from a mixed western diet including animal foods and about 10% from a vegetarian diet of dietary iron is absorbed.⁽⁶⁾ Therefore it can be difficult to obtain sufficient amounts of iron from the diet alone to meet the needs of the body.

Supplements that support dietary iron intake and absorption can promote healthy iron levels in the body, to help prevent iron depletion and iron deficiency.

Where do women find iron in their diet?

Increasing iron rich foods in the diet and providing iron absorption plays a crucial role in the prevention of iron deficiency and improving iron status at all stages of life.⁽⁸⁾

In Australia, red meat is one of the principle sources of iron in most Australian diets. However there are two types of dietary iron, haem, as found in meat products, and non-haem, predominantly in plant foods. The bioavailability of each form is different.

While the absorption of haem iron is generally very good, less iron is absorbed from non-haem sources, due in part to the influence of other common dietary substances which inhibit iron absorption.

To help obtain the RDI for iron, red meat should be consumed at least three times a week in 60-100g portions. Other food sources of haem iron include poultry, fish and oysters.

Animal sources of iron

| Food | Serving Size | Iron Content |
|---------------|--------------|--------------|
| Chicken liver | 100g | 11mg |
| Beef | 100g | 3.5mg |
| Kangaroo | 100g | 3.2mg |
| Lamb | 100g | 2.5mg |
| Salmon | 100g | 1.28mg |
| Tinned tuna | 100g | 1.07mg |
| Lamb brains | 100g | 1.0mg |
| Pork | 100g | 0.8mg |
| Chicken | 100g | 0.4mg |
| Snapper | 100g | 0.3mg |

Nutrition Australia. Iron Fact Sheet 2014

Plant based iron sources

| Food | Serving Size | Iron Content |
|------------------------|------------------------|--------------|
| Weetbix™ | 30g | 4.2mg |
| All Bran™ | 30g | 3.2mg |
| Kidney beans | 1 cup | 3.1mg |
| Green lentils | 1 cup | 3.0mg |
| Tofu | 100g | 2.96mg |
| Chickpeas | 1 cup | 2.7mg |
| Cooked wholemeal pasta | 140g (1 cup) | 2.3mg |
| Cashew nuts | 30g (20 nuts) | 1.5mg |
| Raw spinach | 1 cup | 1.2mg |
| Rolled oats | 30g | 1.1mg |
| Almonds | 30g | 1.1mg |
| Dried apricot | 30g (5 dried apricots) | 0.93mg |
| Broccoli | 1 cup | 0.86mg |
| Cooked brown rice | 140g (1 cup) | 0.7mg |
| Wholegrain bread | 1 slice | 0.4mg |

Nutrition Australia. Iron Fact Sheet 2014

How can I improve the absorption of iron in my diet?

- Eating Vitamin C-containing foods such as fruits and vegetables at meals times. This will help your body to break down iron-containing foods for better absorption.
- Drinking tea, coffee or wine between meals, rather than at mealtimes. The tannins in these drinks prevent iron being from being absorbed as well.
- Eating your meat and vegetables at the same time, because animal protein boosts iron absorption from plant sources.
- Cooking vegetables to increase the amount of available non-haem iron.
- Avoid large amounts of dairy at main meals. High levels of calcium and phosphorus can reduce the absorption of iron from plant foods.

How much iron should a women have in her diet?

| Girls/Female Age | Recommended Daily Intake (RDI) |
|------------------|--------------------------------|
| 14-18 years | 15mg/day |
| 19-50 years | 18mg/day |
| >51 years | 8mg/day |
| Pregnancy | 27mg/day |
| Lactation | 9mg/day |

When to consider a dietary iron supplement.

Supplemental iron is required when diet alone is unlikely to restore iron levels to normal or can be required if you are in at risk groups to increase iron stores.

There are multiple forms of supplemental iron. HAPPi Women's Daily Iron+ Lactoferrin contains iron bisglycinate which research demonstrates is better absorbed than some other forms of iron, such as ferrous sulfate, if taken with food. Because of iron bisglycinate enhanced absorption, it may be better tolerated and more effective at supporting nutritional dietary intake compared to other forms of iron supplementation.

HAPPi Women's Daily Iron+ Lactoferrin capsules provide

| Nutrient | Iron | Vitamin C | Zinc | Lactoferrin |
|--------------|------|-----------|------|-------------|
| Daily Intake | 7mg | 500mg | 10mg | 200mg |

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Frequently Asked Questions

What is HAPPI Women's Daily Iron+ Lactoferrin used for?

This product can be used by women with an inadequate dietary iron intake, and to help prevent dietary iron deficiency in women and adolescents (aged 12 years and over) where the use of ferrous iron supplements may not be well tolerated.

Who is HAPPI Women's Daily Iron+ Lactoferrin for?

Women with Periods: Menstruating women carry an increased risk for iron deficiency. Research shows that women of childbearing age need more iron than men. Adequate daily iron intake is particularly important for women who experience heavier periods and this may be difficult to achieve with diet alone.

Vegetarians: A vegetarian diet may be a risk factor in iron deficiency. Will a vegetarian diet will typically be high in the plant-based (non-haem) source of iron, research shows this form is poorly absorbed vs haem source iron (as found in animal products). Dietary factors may further reduce absorption.

Physically active women: The benefits of exercise are undisputed. Those women who regularly undertake endurance exercise (cycling or running), or performance athletes may be at greater risk factor in iron deficiency. Adequate iron is important to maintain and support energy production and immune system health.

Can I get enough iron from my diet?

Many people get adequate iron from food, but it may not be absorbed well or be sufficient to meet your requirements.

In Australia, red meat is one of the principle sources of iron in most Australian diets. However there are two types of dietary iron, haem, as found in animal products, and non-haem iron predominantly in plant foods. The bioavailability of each form is different. While the absorption of haem iron is generally very good, less iron is absorbed from non-haem sources, due in part to the influence of other common dietary substances which inhibit iron absorption.

How long does an iron supplement take to work?

The time to correct your iron levels will depend on your individual circumstances. Iron deficiency should be properly diagnosed, and the underlying cause should be identified. It is important to speak to your healthcare practitioner.

Other iron products state to take on an empty stomach. Why should I take HAPPI Women's Daily Iron+ Lactoferrin with food?

Ferrous supplements are generally recommended to be taken on an empty stomach since some common foods can interfere with iron absorption of ferrous salts. Women's Daily Iron+ Lactoferrin is formulated with Iron Bisglycinate, a form of iron is shown to be better absorbed than some other forms, if taken with food. It also contains ascorbic acid to increase the absorption of dietary iron.

Can I take HAPPI Women's Daily Iron+ Lactoferrin while pregnant?

HAPPI Women's Daily Iron+ Lactoferrin is suitable for use at any life stage, however during pregnancy your individual circumstances may vary. It is important to speak to your healthcare practitioner if you are pregnant, planning to become pregnant, or are breastfeeding before you start taking to determine whether this product is suitable.

Can I take HAPPI Women's Daily Iron+ Lactoferrin while breastfeeding?

HAPPI Women's Daily Iron+ Lactoferrin is suitable for use at any life stage, however during pregnancy and while breast feeding your individual circumstances may vary. It is important to speak to your healthcare practitioner if you are pregnant, planning to become pregnant, or are breastfeeding before you start taking to determine whether this product is suitable.

How is HAPPI Women's Daily Iron+ Lactoferrin free of lactose if it is derived from cows milk?

Lactoferrin is produced using a sophisticated process that ensures highest quality lactoferrin protein with no detectable amounts of lactose. While the product contains no added lactose, the product is not verified as lactose free.

What allergens are present in HAPPI Women's Daily Iron+ Lactoferrin?

Contains cow's milk, phenylalanine, sulphites.

Is HAPPI Women's Daily Iron+ Lactoferrin suitable for Vegetarians?

Yes

Is HAPPI Women's Daily Iron+ Lactoferrin suitable for Vegans?

No

Introduce your family to the HAPPi range of products.



HAPPi

Live Life HAPPi

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