



VITAFOL

From the makers of the #1 Prescribed Prenatal Vitamin

# Great *expectations* delivered!\*

Expect vital nutritional support for her wellbeing —  
before, during, and after pregnancy



planning

first time  
pregnant



pregnant  
again

\*Based on 2021 Physician Survey

# Vitafol<sup>®</sup> now *delivers even more*

Comprehensive support for overall wellbeing throughout a woman's pregnancy, whether she is:

- **Planning** to get pregnant
- Pregnant for **the first time**
- Pregnant **again**



- A partnership program consisting of **insightful content, practical tools, and special offers** to enhance your patient's pregnancy journey beyond immediate nutritional needs
- Our goal is to build **a closer relationship between you and your patient**, adding value to your office practice as well as ensuring that her path to childbirth is as rich and rewarding as possible

# for her healthy pregnancy

Prenatal formulas that contain **the most important ingredients** she needs for a healthy pregnancy.

## Folic Acid

A nutrient that is vital during early pregnancy that may reduce the risk of birth defects of the brain and spine. In some studies, folate has shown promise in reducing the risk of various cancers.

## L-methylfolate

As the predominant micronutrient form of folate, L-methylfolate circulates in plasma and is involved in biologic processes. It's responsible for preventing pregnancy-related complications such as anemia and preterm birth.

## Iron

Pregnancy requires significantly greater levels of iron than in the nonpregnant state, and the fact that iron deficiency anemia frequently develops in pregnancy indicates the necessity for iron supplementation.

## Iodine

Changes in thyroid function are due to increased hormone needs that begin in the first trimester and require increased hormone production, which depends directly upon the availability of iodine.

## Vitamin D

Vitamin D deficiency is common during pregnancy, especially among high-risk groups, and newborn Vitamin D levels are dependent upon maternal Vitamin D status.

## DHA

Long-chain polyunsaturated fatty acids such as docosahexaenoic acid (DHA, 22:6, n-3) are important for normal brain functions, the development of visual and neural tissues, and subsequently motor and cognitive development.

- Providing a spectrum of special prenatal formulas for over 30 years
- Higher quality\* and higher dosages\*\* of key ingredients than OTC prenatal vitamins



\* Metafolin® and DHA (derived from algal oil)

\*\* Folate (folic acid & L-methylfolate) and Vitamin D

Images not representative of actual size.

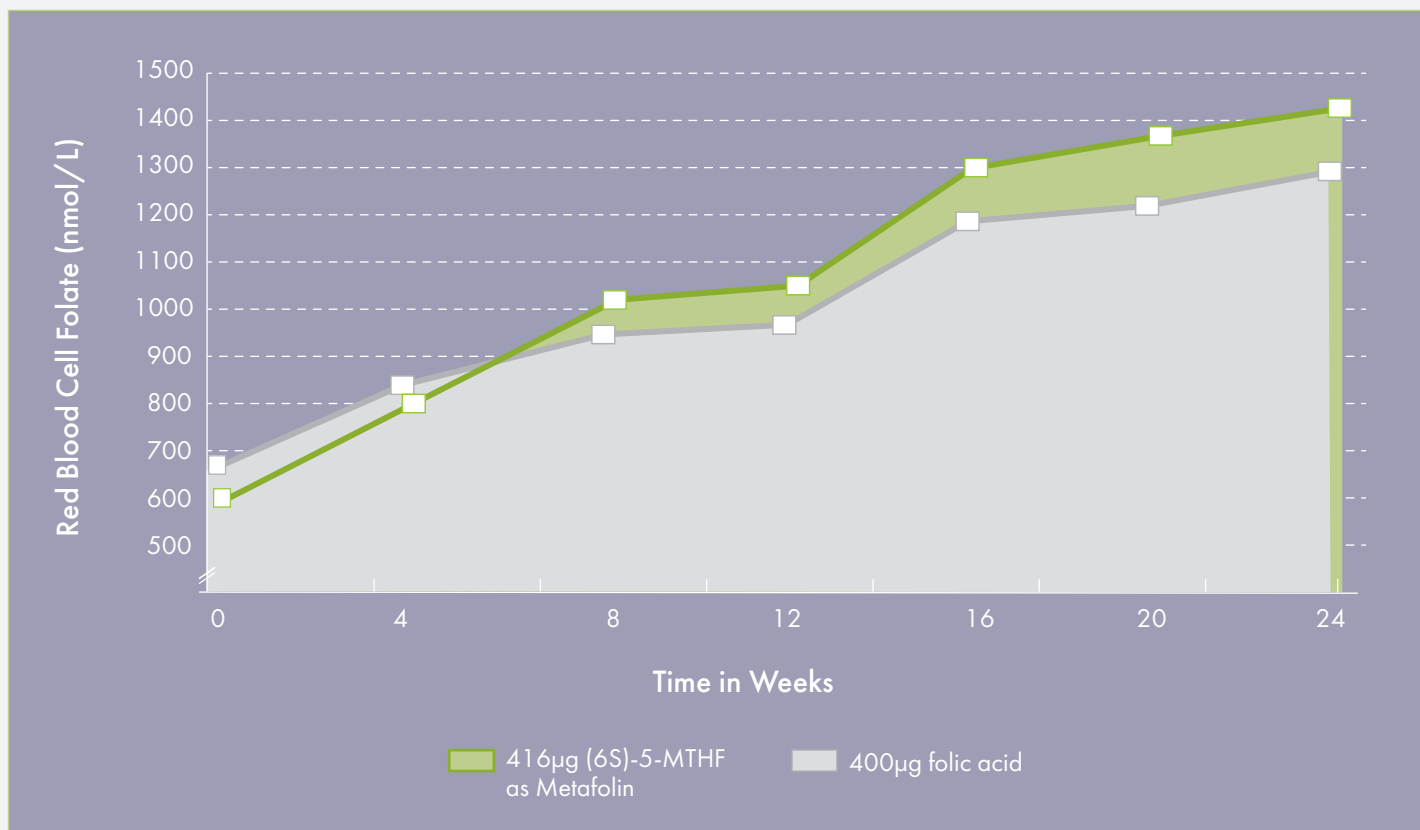
# Vitafol<sup>®</sup> Ultra contains the *right balance*

## Vitafol Ultra<sup>®</sup> contains **Metafolin<sup>®</sup>**

Vitafol Ultra<sup>®</sup> contains **Metafolin<sup>®</sup> (L-methylfolate)**, a readily available form of folic acid that is not commonly found in OTC prenatal vitamins and **1 mg of folate** (as folic acid and Metafolin), which is higher than OTC dosages.<sup>1</sup>

- MTHFR (methylenetetrahydrofolate reductase) polymorphisms can cause lower concentrations of the active forms of folate in the blood<sup>2-5</sup>
- Testing for MTHFR genetic polymorphisms is not routine—which makes Vitafol<sup>®</sup> Ultra an optimal choice since it contains Metafolin<sup>®</sup><sup>6</sup>

Red Blood Cell (RBC) — Increase from Post-Supplementation (nmol/L)<sup>7</sup>



Some studies have shown that L-methylfolate (contained in Metafolin<sup>®</sup>) increases red blood cell folate levels more effectively than folic acid.<sup>7</sup>

Supplement was taken daily 400 ug folic acid is equimolar to 416 ug (6S)-5-MTHF.

# of what she needs in a prenatal vitamin

## Vitafol® Ultra contains DHA derived from natural algal oil

- Eliminating the concern for fish-based allergies and ocean-borne contaminants<sup>8</sup>
- Eliminating fishy aftertaste
- DHA may play a significant role in fetal neurological and retinal development, as well as in perinatal and postpartum depression<sup>9,10</sup>

## Vitafol® Ultra is formulated with polysaccharide-iron complex






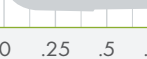
- A special form of iron which passes through the stomach intact to maximize iron absorption and minimize gastric irritation<sup>11</sup>



# Vitafol® Ultra contains *more essential nutrients* in a small, easy-to-swallow softgel capsule

## Additional important nutrients

- **25 mcg (1000 IU) of vitamin D3 (250% Daily Value in Pregnancy DVP)**, as women of childbearing age may be at risk of vitamin D deficiency
- **150 mcg of iodine (100% DVP)** to support fetal cognitive development, as recommended by the American Thyroid Association<sup>12</sup>
- **Full vitamin B-complex**
  - **B6 (100% DVP)** crucial for healthy function of the brain and nervous system, and can resolve some cases of morning sickness<sup>13</sup>
  - **B12 (150% DVP)** can help prevent spina bifida and other spinal and central nervous system birth defects<sup>14</sup>

Prenatal Supplement	(actual size)	Folate (as Metafolin® + Folic Acid)	Plant-Based DHA	Vitamin D 25 mcg (1000 IU)	B Complex* (B1, B2, B6, B12)	IRON Full RDA in pregnancy
Vitafol® Ultra (same size as Vitafol® One)		✓	✓	✓	✓	✓
Prenate Mini®				✓		
CitraNatal® 90 DHA			✓			✓
OB Complete® Petite				✓	✓	✓
vitaPearl™					✓	✓
Concept® DHA					✓	✓

LENGTH IN INCHES      0   .25   .5   .75   1

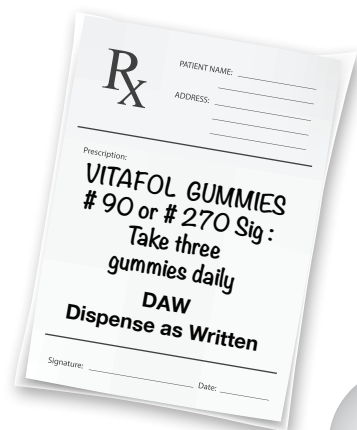
\*Only products checked contain this combination of B Complex. All products are trademarks of their respective companies. Please see the respective Supplement Facts for each product.

†Images are true to proportion, but not representative of actual size.

# Vitafol<sup>®</sup> Gummies is the *first and only* prenatal gummy available by prescription

## Just like Vitafol<sup>®</sup> Ultra, you can expect more from Vitafol<sup>®</sup> Gummies

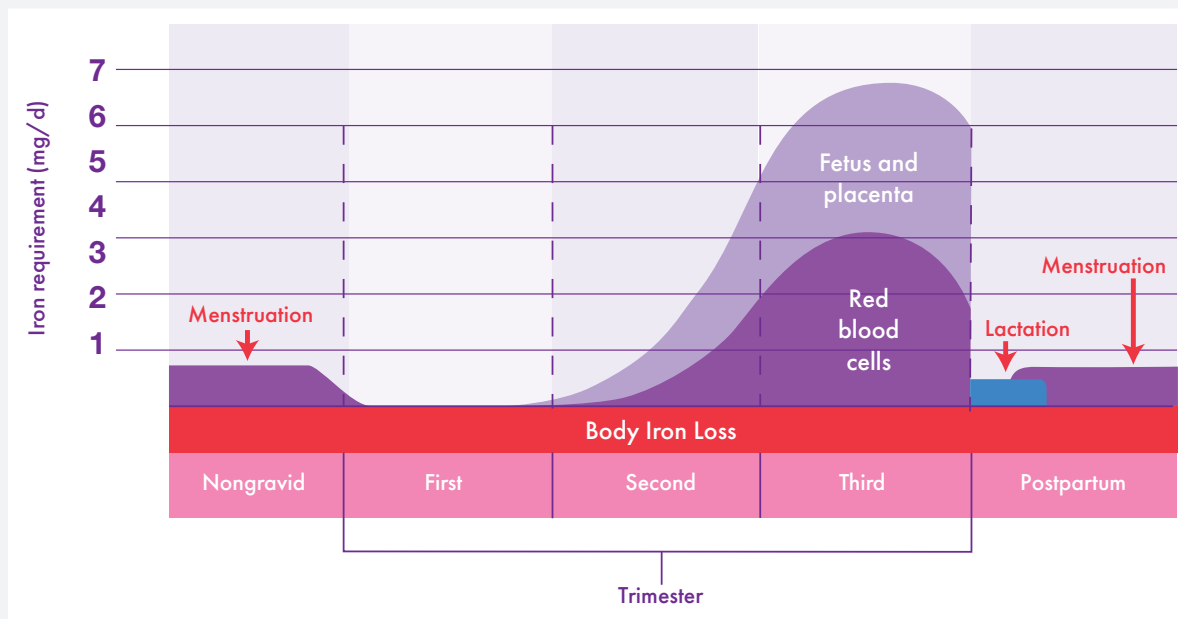
- **More folate (as folic acid) than OTC gummies**, to reduce the risk of spina bifida or neural tube defects
- Unlike OTC prenatal gummies, Vitafol<sup>®</sup> Gummies **contain iron**<sup>15</sup>
- **Provides DHA** which is essential for fetal cognitive and visual development
- Also contain **25 mcg (1000 IU) of vitamin D3** per dose
- **Berry flavored**; 24 calories; 5g carbs per dose



Images not representative of actual size.

# 1 in 3 women will experience iron deficiency. Vitafol® Fe+ delivers *more iron* when needed

Iron demands increase during pregnancy, especially during the third trimester<sup>16</sup>



- Complete nutrition enriched with **90 mg of elemental iron** for women who need it due to:
  - Dietary restrictions
  - Recent pregnancy
  - Iron deficiency during previous pregnancy
  - Higher iron demand during 3rd trimester
- Formulated with **polysaccharide-iron complex** which bypasses the stomach intact, so iron is more readily absorbed while helping to minimize the risk of gastric irritation<sup>11</sup>
- Contains **Metafolin®**, a readily bioavailable form of folic acid<sup>3</sup>
- DHA derived from **natural algal oil** eliminating the concern for fish-based allergies





# Backed by over *30 years* of experience, you can trust the manufacturing quality of the Vitafol<sup>®</sup> family of products



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## Supplement Facts

Serving Size 1 Softgel Capsule

Each Softgel Capsule contains	% Daily Value in Pregnancy	
Vitamin A (as beta carotene)	330 mcg RAE	14%
Vitamin C (as ascorbic acid)	60 mg	100%
Vitamin D (as cholecalciferol)	25 mcg	250%
Vitamin E (as dl-alpha tocopheryl acetate)	9 mg	67%
Thiamin (Vitamin B1)	1.6 mg	94%
Riboflavin (Vitamin B2)	1.8 mg	90%
Niacin (as niacinamide)	15 mg NE	75%
Vitamin B6 (as pyridoxine hydrochloride)	2.5 mg	100%
Folate (as folic acid 680 mcg DFE and L-methylfolate calcium 1020 mcg DFE)	1700 mcg DFE	125%
Vitamin B12 (as cyanocobalamin)	25 mcg	313%
Iron (as polysaccharide iron complex)	90 mg	500%
Iodine (as potassium iodide)	150 mcg	100%
Magnesium (as magnesium oxide)	20 mg	4%
Zinc (as zinc oxide)	25 mg	167%
Copper (as copper oxide)	2 mg	100%

Algal oil blend (from natural algal oil) 415 mg\* †  
(\*providing 200 mg DHA (Docosahexaenoic acid))

† Daily Value not established

**Other Ingredients:** Gelatin, Soybean Oil, Sorbitol, Glycerin, Yellow Beeswax, USP Purified Water, Lecithin, Titanium Dioxide (as colorant), FD&C Red #40, FD&C Blue #1, White Edible Ink. **Contains: Soy.**  
May contain: Corn Oil, Medium Chain Triglycerides.

## Supplement Facts

Serving Size 3 Gummies

Amount Per Serving	% Daily Value in Pregnancy	
Calories	24	
Total Carbohydrates	5 g	†*
Sugars	5 g	†*
Vitamin A (as Vitamin A palmitate)	330 mcg RAE	14%
Vitamin C (as ascorbic acid)	30 mg	50%
Vitamin D (as cholecalciferol)	25 mcg	250%
Vitamin E (as d-alpha tocopheryl acetate)	6.75 mg	50%
Niacin (as niacinamide)	15 mg NE	75%
Vitamin B6 (as pyridoxine hydrochloride)	2.5 mg	100%
Folate (as folic acid)	1700 mcg DFE	125%
Vitamin B12 (as cyanocobalamin)	8 mcg	100%
Iron (as ferric orthophosphate)	10 mg	56%
Iodine (as potassium iodide)	150 mcg	100%
Choline (as choline bitartrate)	10 mg	†
Omega 3 fatty acid	104.5 mg	†
Docosahexaenoic acid (DHA)	75 mg	†
Eicosapentaenoic acid (EPA)	15.3 mg	†
Other Omega 3 fatty acid	14.2 mg	†

† Daily Value not established

\* Percent Daily Values based on 2,000 calorie diet.

**Other Ingredients:** Sugar, glucose syrup, water, gelatin, lactic acid, citric acid, mixed berry flavor, Certicoat 580 (contains mineral oil and Carnauba wax), Natural Color and Masking flavor. **Contains soybean and fish oil (cod).**

## Supplement Facts

Serving Size 1 Softgel Capsule

Each Softgel Capsule contains	% Daily Value in Pregnancy	
Vitamin A (as beta carotene)	1100 IU	14%
Vitamin C (as ascorbic acid)	30 mg	50%
Vitamin D (as cholecalciferol)	1000 IU	250%
Vitamin E (as dl-alpha tocopheryl acetate)	20 IU	67%
Thiamin (Vitamin B1)	1.6 mg	94%
Riboflavin (Vitamin B2)	1.8 mg	90%
Niacin (as niacinamide)	15 mg	75%
Vitamin B6 (as pyridoxine hydrochloride)	2.5 mg	100%
Folate (as folic acid USP 0.4 mg and L-methylfolate calcium 0.6 mg)	1 mg	125%
Vitamin B12 (as cyanocobalamin)	12 mcg	150%
Iron (as polysaccharide iron complex)	29 mg	161%
Iodine (as potassium iodide)	150 mcg	100%
Magnesium (as magnesium oxide)	20 mg	4%
Zinc (as zinc oxide)	25 mg	167%
Copper (as copper oxide)	2 mg	100%
Algal oil blend (from natural algal oil)	415 mg*	†

(\*providing 200 mg DHA (docosahexaenoic acid))

† Daily Value not established

**Other Ingredients:** Gelatin, Sorbitol, Glycerin, Soybean Oil, Yellow Beeswax, USP Purified Water, Lecithin, FD&C Blue #1, Titanium Dioxide (color), Ethyl Vanillin. May contain: Corn Oil, dl-alpha tocopherol, High Oleic Sunflower Oil, Tocopherols, Ascorbyl Palmitate. **Contains: Soy.**

# Expect *vital nutritional support* for her wellbeing...

Trusted by physicians  
Full range of prescribing options  
Consistently meeting GMP standards  
Sample support  
In-office patient education  
Patient Savings Program  
Great Expectations Support Program

## Great *expectations* delivered!\*

Eligible patients may pay as little as

**\$25** PER 1-month  
or  
3-month  
Prescription fill†

3-month fill  
may cost patient  
**\$8.33**  
per month

†For more information, visit [VITAFOL.COM](http://VITAFOL.COM). Please see program for details.



You can also direct your patients to order online:  
[www.VITAFOL.COM](http://www.VITAFOL.COM) for program details or text VITAFOL to 26729.



\*Based on 2021 Physician Survey

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

**References:** 1. Bentley S, Hermes A, Phillips D, Daoud YA, Hanna S. Comparative effectiveness of a prenatal medical food to prenatal vitamins on hemoglobin levels and adverse outcomes: a retrospective analysis. *Clin Ther.* 2011;33(2):204-210. 2. Guinotte CL, Burns MG, Axume JA, et al. Methylene tetrahydrofolate reductase 677C→T variant modulates folate status response to controlled folate intakes in young women. *J Nutr.* 2003;133(5):1272-1280. 3. Yakub M, Moti N, Parveen S, et al. Polymorphisms in MTHFR, MS and CBS genes and homocysteine levels in a Pakistani population. *PLOS ONE* 7(3):e33222. <https://doi.org/10.1371/journal.pone.0033222>. 4. Willems FF, Boers GH, Blom HJ, et al. Pharmacokinetic study on the utilisation of 5-methyltetrahydrofolate and folic acid in patients with coronary artery disease. *Br J Pharmacol.* 2004;141(5):825-830. 5. de Bree A, Verschuren WM, Bjorke-Monsen AL, et al. Effect of the methylenetetrahydrofolate reductase 677C→T mutation on the relations among folate intake and plasma folate and homocysteine concentrations in a general population sample. *Am J Clin Nutr.* 2003;77(3):687-693. 6. Dean L. Methylene tetrahydrofolate reductase deficiency. NIH. National Center for Biotechnology Information. 2012. <https://www.ncbi.nlm.nih.gov/books/>. 7. Lamers Y, Prinz-Langenohl R, Bramswig S, Pietrzik. Red blood cell folate concentrations increase more after supplementation with [6S]-5-methyltetrahydrofolate than with folic acid in women of childbearing age. *Am J Clin Nutr.* 2006;84:156-61. 8. Vitafol [package insert]. Florham Park, NJ: Exeltis. 9. Greenberg JA, Bell SJ, Van Ausdal W. Omega-3 fatty acid supplementation during pregnancy. *MedReviews*®. 2008;1(4):162-165. 10. Mozurkewich E, Chilimigras J, Klemens C, et al. The mothers, Omega-3 and mental health study. *BMC Pregnancy and Childbirth.* 2011;11:46:1-9. 11. Iron preparations, oral. In: McEvoy GK, ed. AHFS Drug Information 2007. Bethesda, MD: American Society of Health-System Pharmacists, Inc; 2007:1410-1417. 12. Becker DV, Braverman LE, Delange F, et al. Iodine supplementation for pregnancy and lactation—United States and Canada: recommendations of the American Thyroid Association. *Thyroid.* 2006;16(10):949-951. 13. Lee NM, Saha S. Nausea and Vomiting of Pregnancy. *Gastroenterol Clin North Am.* 2011 June; 40(2): 309–vii. doi:10.1016/j.gtc.2011.03.009. 14. American Pregnancy Association. Accessed June 22, 2021. <https://americanpregnancy.org/healthy-pregnancy/pregnancy-health-wellness/vitamin-b-pregnancy-24755/>. 15. Source: Nature Made® Prenatal Multi + DHA softgels, Vitafusion™ Prenatal, Nielsen over-the-counter prenatal vitamin data 2016. 16. Bothwell TH. Iron. *Am J Clin Nutr.* 2000;72(suppl):257S–64S.

