



New BiferaRx™ Prescription Iron Supplement Indicated for Improving Nutritional Status of Iron Deficiency without Contributing to Gastrointestinal Side Effects⁴

Self-Administered Oral Supplement Designed for Optimal Absorption²

ATLANTA, May 10, 2010 – Now available, BiferaRx™ is the first and only prescription iron supplement that contains both HEME iron and non-HEME iron for improving the nutritional status of iron deficiency. With this exclusive iron combination, BiferaRx™ is designed for optimal absorption² without contributing to gastrointestinal side effects, such as abdominal discomfort, nausea, and constipation often associated with traditional oral iron supplements⁴, and – unlike many iron supplements – it can be taken with or without food.⁷ BiferaRx™ also contains vitamin B₁₂ and 1mg folic acid, which are necessary for normal red blood cell formation, tissue and cellular repair, and DNA synthesis.^{5,6}

The highly absorbable HEME iron in BiferaRx™ - a self-administered oral supplement – may be as effective as the intravenous (IV) iron therapy that would be administered in a healthcare facility.¹⁰ Unlike other iron supplements, BiferaRx™ includes HEME Iron Polypeptide, which is a highly bioavailable iron derived from protein sources. Clinical studies show the HEME iron found in BiferaRx™ offers 25 times greater absorption than traditional ferrous fumarate supplements.³

BiferaRx™ contains a dual HEME/non-HEME iron combination providing up to 40% greater absorption² without contributing to the gastrointestinal side effects often associated with traditional iron supplements.⁴ BiferaRx™ does not require additional ingredients, such as Vitamin C, to facilitate absorption.⁷

About Iron Deficiency

Iron deficiency, which occurs when the body is low in stored iron, is the most common nutritional deficiency in the United States and the leading cause of anemia.¹ In the United States 9-11% of non-pregnant women are iron deficient.¹ Common causes of iron deficiency anemia include chronic blood loss due to ulcers; heavy menstruation; internal bleeding of any cause, including colon cancer; and malabsorption of iron.⁸ Iron deficiency anemia is associated with reduced work capacity, impaired cognitive function, decreased maximum aerobic capacity, weak immune function, and impaired body temperature regulation.¹¹

IMPORTANT RISK INFORMATION:

CONTRAINDICATIONS

This product is contraindicated in patients with a known hypersensitivity to any of the ingredients. Hemochromatosis and hemosiderosis are contraindications to iron therapy.

WARNING: Accidental overdose of iron-containing products is a leading cause of fatal poisoning in children under 6. **Keep this product out of reach of children.** In case of accidental overdose, call a doctor or poison control center immediately.

PRECAUTIONS

Folic acid when administered as a single agent in doses above 0.1mg daily may obscure pernicious anemia in that hematological remission can occur while neurological manifestations remain progressive. While prescribing this nutritional supplement for pregnant women, nursing mothers, or for women prior to conception, their medical condition and other drugs, herbs, and/or supplements consumption should be considered.

ADVERSE REACTIONS

Allergic sensitization has been reported following both oral and parenteral administration of folic acid.

See full prescribing information

About Alaven:

Alaven® Pharmaceutical LLC is a privately held specialty pharmaceutical company located in Marietta, Georgia that develops and markets prescription and non-prescription products that treat women's health, gastroenterological, and anemia conditions.

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