

Fertility & Prenatal Nutrition

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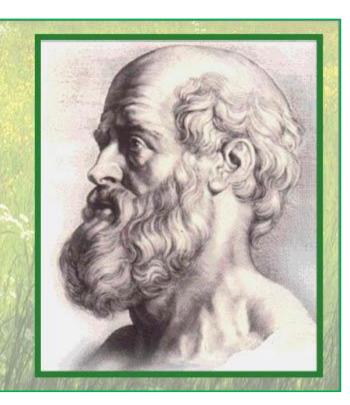




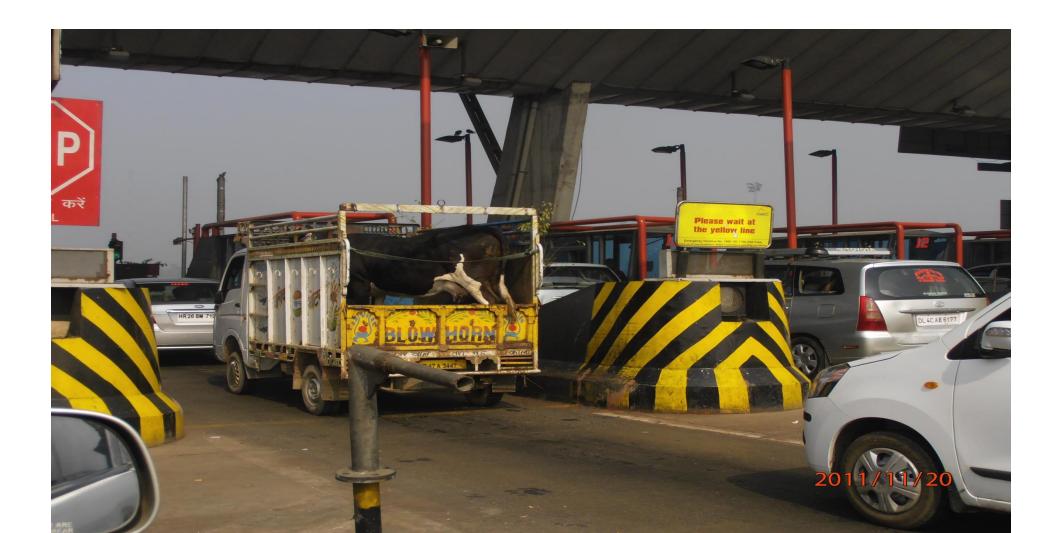
Pregnacare

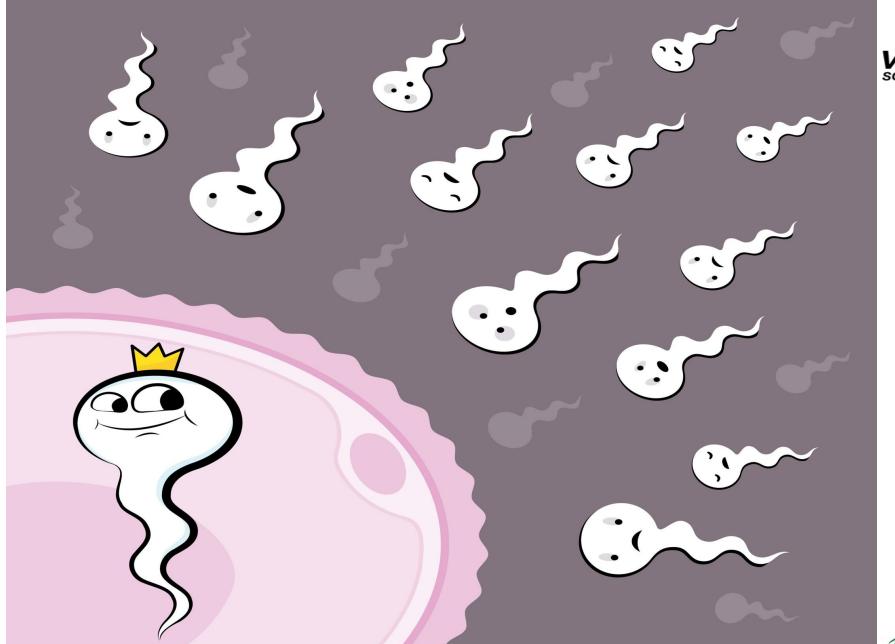
Nature is the Healer of Disease

Hippocrates (460 - 370 BC)



Conception is a story of transport









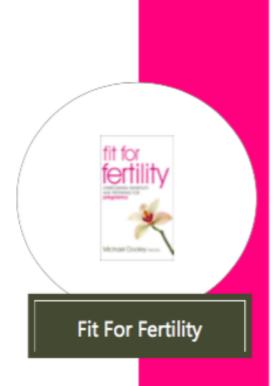
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Fit for fertility Checklist

By looking at the Fit For Fertility Checklist

together, you and your partner may quickly be able to pinpoint areas in your heath and lifestyle that could be affecting your chances of becoming pregnant. If you have answered 'yes' to one or more of the questions, then it is possible that this factor/s affecting your chances of conceiving. Make an appointment to see your GP so that you can discuss things further.

The Egg:

 Are you having irregular, short (less th 	nan 21 days)
or long (greater than 34 days) periods?	Yes/No

2	Do	vou	bleed	between	periods?	Yes/No

3) Are you overweight (with a body mass index greater than 25) or are you underweight (with a body mass index under 18.5)? Yes/No

4) Are you over 35 years old? Yes/No

5) Do you exercise excessively? Yes /No

6) Have you had treatment for cancer? Yes/No

7) Are you being treated for depression? Yes/No

8) Do you have diabetes? Yes/No

9) Have you ever had thyroid problems? Yes/No

10) Have you ever stopped having periods? Yes/No

The Sperm:

1)	Have yo	ou ever	had an	operation	on your	testicles?	Yes/No
----	---------	---------	--------	-----------	---------	------------	--------

2)	Have you had a	hernia repair?	Yes/No

3) Is there blood in your ejaculate? Yes/No

4) Have you had mumps? Yes/No

5) Have you had an injury to your testicles? Yes/No

6) Have you got or have you had any relations with cystic fibrosis? Yes/No

7) Have you had a vasectomy? Yes/No

Are you overweight (with a body mass index over 25)?
 Yes/No

9) Are you taking medication for a peptic ulcer? Yes/No

Do you have diabetes? Yes/No

Can the two get together? (Female)

1) Do	you	have	intercourse	less	than	twice	a	week?	Yes/No
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Do you have a problem with intercourse? Yes/	2)	Do you h	nave a	problem	with	intercourse?	Yes/N
--	----	----------	--------	---------	------	--------------	-------

- 3) Do you bleed after intercourse? Yes/No
- 4) Do you have pain with intercourse? Yes/No
- Does your partner have problems with erection? Yes/No
- 6) Does your partner have premature ejaculation? Yes/No
- 7) Have you had pelvic inflammatory disease? Yes/No
- 8) Have you had an operation on your abdomen (e.g. a burst appendix or a laparoscopy)? Yes/No
- 9) Do you have a discharge? Yes/No
- 10) Have you had an ectopic pregnancy? Yes/No

General Health (Male and Female)

1) Do you have a healthy diet?

Yes/No

2) Do either of you smoke or drink excessive amounts of alcohol (for men, this is more than 21 units per week, and for women, it is more than 14 units per week)?

Yes/No

- 3) Have either of you been exposed to environmental hazards? Yes/No
- 4) Have either of you tried to conceive before without success? Yes/No
- 5) Are either of you under significant stress? Yes/No
- 6) Do you spend a lot of time apart? Yes/No
- 7) Do you drink excessive amounts of caffeine? Yes/No
- 8) Do either of you take regular medications? Yes/No
- 9) Do either of you use recreational drugs? Yes/No
- 10) Is there a family history of genetic problems ? Yes/No

Focus On Fertility Facts - Couples

It's estimated that one in seven UK couples - approximately 3.5 million people - have difficulty in conceiving (HFEA 2006-07)

Infertility is the most common reason for women aged 20-45 to see their GP, after pregnancy itself (HFEA)

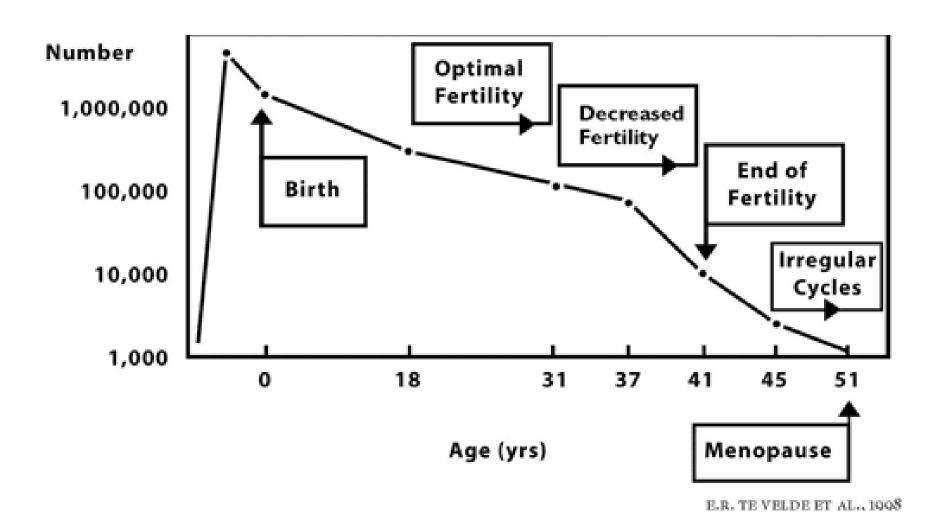
Potential causes:

- Age*
- Stress *
- Tobacco use **
- Alcohol **
- Sexually transmitted diseases (STDs) **
- Environmental pollutants **
- Obesity and malnutrition *
- Nutritional deficiencies

^{*} Sharma, R. K, Agarwal, A. Role of Reactive Oxygen Species in Male Infertility. Elsevier: 835, 1996.

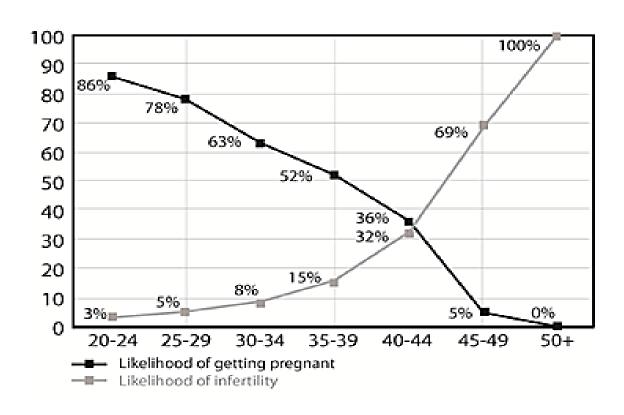
^{**}Agarwal et al. Prevention of Oxidative Stress Injury to Sperm. Journal of Andrology 26: 654-655. 2005B

Follicle Number And Age



Fertility Facts – Women

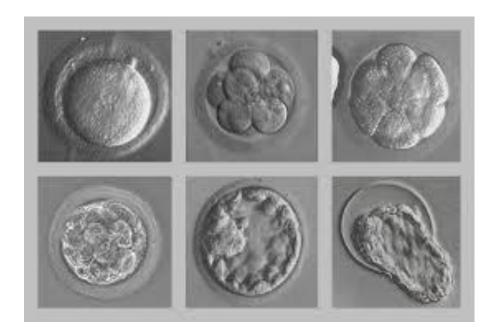
Fertility declines more sharply for women as they age.



Fertility Facts – Women

Nutritional deficiencies in women may cause:

- Mid-luteal phase effects of corpus luteum¹
- Normal endometrial physiologic changes¹
- Defective embryo development²
- Retardation of embryo growth²



¹Agrawal A, and S.S.R Allamaneni. 2004, Oxidants and antioxidants in human fertility. Middle East Fertility Society Journal: 188

² Gupta, et al., 2006, The Impact of Reactive Oxygen Species on Early Human Embryos: A Systematic Review of the Literature. Embryo Talk 1.2: 87



Micronutrients & Fertility

Table 1. Characteristics and Results of Studies on the Association Between Micronutrients and Female Infertility a								
	Study							
Design Comment Results								
Paszkowski et al. (10)	Case-Control	112 women with idiopathic infertil- ity, tubal infertility vs healthy women	Lower levels of selenium and glutathione peroxidase in patients with idiopathic infertility					
Polak et al. (11)	Case-Control	53 women with fertility disorders vs 13 healthy women	Lower total antioxidant status in idiopathic infertile patients					
Madhur Mahesh Gupta (12)	Case-Control	50 women with idiopathic infertil- ity vs 50 healthy women	Higher levels of serum MDA and Hcys in infertile patients					
Howard et al. (6)	Clinical trial	Supplementation with magnesium and selenium in infertile women	100% of infertile patients become pregnant within the 8 months					
Badawy et al. (8)	Clinical trial	NAC supplements in combination with clomiphene citrate in infertile women	No significant differences were observed with NAC supplements					
Mier-Cabrera et al. (7)	Clinical trial	Supplementation with vitamins C and E in infertile women	No significant differences were observed in pregnancy rates					
Cicek et al. (9)	Clinical trial	Vitamin E supplements in combi- nation with clomiphene citrate in infertile women	Increased endometrial thickness in vitamin group					
Altmae et al. (13)	Case-Control	Folate-metabolizing gene variations and unexplained infertility	Significant differences in the frequencies of heterozygous genotype between controls and infertile patients					
Thaler et al. (14)	Clinical trial	The effects of 677 C>T mutations of MTHFR gene on ovarian responsive to r-FSH	Less r-FSH was required in patients with 677 c homozygote					
Szymanski et al. (15)	Clinical trial	Folic acid supplement in IVF	Higher degree of maturity of oocytes in vitamin group					
Chavarro et al. (3)	Cohort	Supplementation with multivita- min and ovulatory infertility risk	RR=0.59 for women using 6 or more tablets weekly					
Chavarro et al. (16)	Cohort	the association of iron intake with ovulatory infertility	RR=0.53 for women in highest quintile of total iron intake					
Li et al. (32)	Cross-Sec- tional	The prevalence of vitamin D defi- ciency in 1192 infertile patients	68.6% and 22.2% of patients had been considered insufficient and deficient, respectively					
Ozkan et al. (18)	Cohort	Association between serum levels of vitamin D and IVF outcomes	Each ng/ml increase in 25(OH)-D levels in fol- licular fluid had correlated with 6% increase in clinical pregnancy rates					

Many studies prove that there is a strong positive relationship between micronutrients and fertility

Thrita. 2015 March; 4(1): e25586

Vitamin B12

New vitamin B12 advice could help to prevent more Neural Tube Defects
October, 2012

"All women who may become pregnant should take a daily supplement containing 400mcg of folic acid and at least 2.5mcg of B12 once a day with a meal.

These vitamins should ideally be taken from at least 3 months prior to conception and for the first 3 months of pregnancy to help prevent NTDs."





New Vitamin B12 advice could help to prevent more Neural Tube Defects says report

October 31st 2012 - London - A new report by a world authority on vitamin B12 calls for all women who may become pregnant to follow updated pre-conceptual supplement recommendations, which could further reduce the number of pregnancies affected by Neural Tube Defects (NTDs), such as soins bifids and anencephaly.

It is now believed that taking vitamin B12 alongside folio acid may be more effective in NTD prevention than taking folio acid alone. On the basis of the new report and mounting global scientific evidence, SHINE, Europe's largest organisation dedicated to individuals and families affected by spina bifida and hydrocephalus, has announced an update to its folio acid recommendations:

"All women who may become pregnant should take a daily supplement containing 400mcg of folic acid and <u>at least 2.5mcg of B12</u> once a day with a meal. These vitamins should ideally be taken from at least 3 months prior to conception and for the first 3 months of pregnancy to help prevent NTDs."

SHINE is also launching an initiative to urge all UK health authorities and organisations to recognise the potential benefits of B12 and help support the work necessary to optimise the prevention of NTDs.

The author of the report, Professor John Scott, founder of the Vitamin Research Unit at the Institute of Molecular Medicine, Trinity College, Dublin, concludes: 'It is clear that, as well as the addition of a folio acid supplement (400 mog per day), the addition of a vitamin B12 component of at least 2.5 mog per day would bring about a further significant and worthwhile risk reduction for NTDs.'

SHINE CEO, Jackie Bland commented. "NTDs are a serious health threat which can lead to enomous challenges and painful decisions. The most serious form, anencephaly, means that the baby will, not live long beyond birth, and many babies born with sping birds face a life with serious, multiple disabilities, SHINE is committed to the primary prevention of NTDs and as such it is our duty to make women aware of the potential benefits of B12."

NTDs still affect 1 in 1000 pregnancies in the UK. When taken correctly before and during pregnancy, folic acid could prevent up to 72% of these cases, but it's not the only answer.

Scientists worldwide have searched for ways to reduce the risk further, including studying the potential benefits of vitamin B12 which is essential for the body to metabolise folio acid. This has highlighted a link between low folate and low B12 levels, with some studies suggesting a possible 2-3 fold risk increase for NTDs in women with low B12 status.

Ascorbic Acid – Vitamin C

'Effects of ascorbic acid supplementation on patients with luteal phase defects'

- The clinical pregnancy rate was significantly higher in the ascorbic acid supplementation group than the control group.
- Thus, ascorbic acid supplementation is an effective treatment for some patients with luteal phase defect.

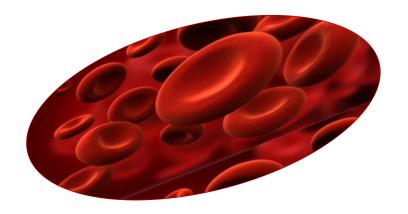
	Control group $(n = 46)$		Ascorbic acid	group $(n = 76)$	P	
Characteristic	Pretreatment	Post-treatment	Pretreatment	Post-treatment	value ^a	
Age (y)	34.1 ± 0.6		35.3 ± 0.4		.098	
Serum P level (ng/ml)	7.95 ± 0.25^{b}	8.73 ± 0.50^{b}	$7.51 \pm 0.22^{\circ}$	$13.27 \pm 0.63^{\circ}$		
Improvement rate		10/46 (21.7) ^a		40/76 (52.6) ^a	<.01	
Serum E ₂ level (pg/mL)	102.1 ± 0.78^{b}	104.3 ± 6.41^{b}	$105.7 \pm 6.7^{\circ}$	$138.7 \pm 7.8^{\circ}$		
Pregnancy rate		5/46 (10.9) ^a		19/76 (25.0) ^a	.0447	
Miscarriage rate		1/5 (20.0) ^d		3/19 (15.8) ^d	.635	

Iron

'Iron Intake and Risk of Ovulatory Infertility'

- As part of a large scale, prospective cohort study, 438 women reported infertility due to ovulatory disorder.
- Women who consumed iron supplements had a significantly lower risk of ovulatory infertility than women who did not use iron supplements.
- Total iron intake, primarily consumed as multivitamins and iron supplements, was inversely associated with the risk of infertility.





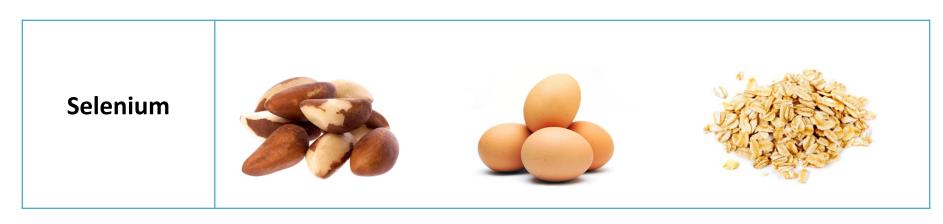
Zinc

- Zinc plays an important role in **hormone production and balance**. It helps the pituitary gland to release follicle-stimulating hormone which encourages ovulation. Regular ovulation is key to fertility and unassisted reproduction.
- The rising vegetarian and vegan trend may contribute to zinc deficiencies due to a lack of protein in the diet, which is needed for zinc to bind with.
- A decrease in zinc can cause an excess of copper in the body, which has a negative impact on fertility by lowering progesterone levels.



Selenium

- The essential trace mineral selenium is of fundamental importance to human health. It is a catalyst for the production of active thyroid hormone.
- Numerous reports implicate selenium deficiency in several reproductive and obstetric complications including male and female infertility*.
- A low concentration of selenium in blood serum in the early stage of pregnancy has been proved to be a predictor of low birth weight of a newborn**.

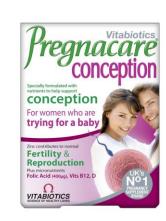


Why Pregnacare Is The Ideal Pre-conception Supplement



A range of 21 nutrients to support reproductive health:

- 400mcg folic acid; the exact level recommended by the UK Department of Health for all women trying to conceive
- Iodine, crucial in the early stages of pregnancy. Iodine is a key micronutrient for the synthesis of thyroid hormones
- Zinc which contributes to normal fertility and reproduction, and DNA synthesis
- Vitamin B12 and D, zinc and magnesium which contribute to normal cell division
- Includes L-arginine, N-acetyl Cysteine and inositol
 - L-arginine influences follicular release as well as healthy follicular blood flow and implantation
 - N-acetyl Cysteine antioxidant
 - Inositol required for the proper formation of cell membranes and for several aspects of reproduction

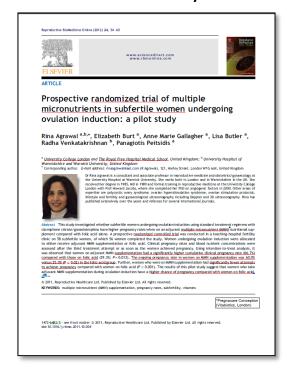




Clinical Trial

A clinical trial published by Reproductive BioMedicine Online in 2012 showed that women taking multiple micronutrient supplements compared with folic acid alone had a higher chance of pregnancy.

The collaborative study of 56 subfertile women was carried out by University College London, The Royal Free Hospital Medical School, University Hospital of Warwickshire and Warwick University.



Prospective randomized trial of multiple micronutrients in subfertile women undergoing ovulation induction: a pilot study

Rina Agrawal, Elizabeth Burt, Anne Marie Gallagher, Lisa Butler, Radha Venkatakrishnan, Panagiotis Peitsidis

Clinical Trial

Women taking **Pregnacare Conception** benefited from higher pregnancy rates.

66.6% of women became pregnant in the micronutrient group compared with 39.3% of women in the folic acid group¹.

The ongoing pregnancy rate in women on the prenatal micronutrient supplement was 60 percent vs 25 percent² in the folic acid group.

	Folic acid alone	Prenatal supplement
Clinical Pregnancy Rate	39.3%	66.6%
On-going pregnancy (12 weeks)	25.0%	60.0%

Clinical Trial Media Coverage

30p pill that can double chances of having a baby

osting just 30p could more

A MULTIVITAMIN pill costing just 39p could more than double a woman's chance of having a baby, and the protest of those than the properties of the propertie

The researchers found on personal throughout the control of the co



Daily Mail

Vitamin lift for

A DAILY multivitamin pill By EMMA LITTLE, Health and Science Editor could help wannabe mums seventy per cent fell pregnant after

improve blood flow to the womb who took only a folic acid supplement. and ovaries - boosting fertility.

have a baby, a study revealed. taking a pill packed with vitamins and Researchers found it can minerals for a month. That compared to just 40 per cent in a similar group

And it could help thousands of age age 32 - who had unsuccessfully women avoid IVF treatment. In a trial, tried for a baby for a year. A supple-

ment called Pregnacare-Conception by British firm Vitabiotics was used in the trial by University College London researchers. A larger trial will now

Study leader Dr Rina Agrawal said: who took only a folic acid supplement. "There is a large body of evidence
The trial involved 58 women – averestablishing the relationship between pregnancy and adequate nutrition." e little@the-sun couk

Vitamins 'aid baby chance'

FERTILITY

VITAMIN pills can help women conceive, according to a fertility study.

Almost twice as many patients who took the tablets during fertility treatment had babies compared to those not on supplements.

It worked out at a 60% success rate, instead of 25%. said the study in the journal Reproductive Biomedicine.

But Dr Allan Pacey, of the University of Sheffield, dismissed the results, saying: "I can't help but thinking that for most people, fresh fruit and vegetables would have much the same effect."

Daily Mirror

The Sun



Fertility Facts – Men

- Men can remain fertile for much longer than women, but male fertility still declines with age, although less dramatically
- Nutritional deficiencies in men may cause:
 - Oligospermia (Reduced sperm numbers)*
 - Asthenospermia (Decreased motility)**
 - Impairment of sperm-oocyte fusion***
 - Abnormal sperm morphology (Teratospermia)*
- Folic acid in particular is associated with increased numbers of sperm, sperm motility and decreases in the number of abnormal forms



^{*}Agrawal, et al. 2003, Role of reactive oxygen species in the pathophysiology of human reproduction. Fertility & Sterility, 79:829

^{**}Agrawal, et al. 2005, Oxidative stress and antioxidants in male infertility: a difficult balance. Iranian Journal of Reproductive Medicine, 3:2

^{***}Agrawal, et al. 2006, What an Andrologist/Urologist should know about free radicals and why. Journal of Urology, 67:3

Why Wellman Conception Is Ideal For Men Starting A Family

Over 30 nutrients, including:

- Selenium contributes to normal **spermatogenesis**
- Zinc contributes to normal fertility and reproduction
- Folic acid, iron, magnesium and vitamin B12 contribute to normal cell division
- Zinc and vitamin C contribute to the protection of cells from oxidative stress
- Vitamin B6 contributes to the regulation of hormonal activity
- Zinc contributes to the maintenance of normal testosterone levels in the blood
- Includes **L-arginine** and **inositol** which both play important roles in male reproduction and the health of sperm







Prenatal Nutrition- Beyond Folic Acid



In the 'Annual Report of the Chief Medical Officer, 2012', senior clinical researcher Professor Ron Gray stated that under-nutrition in pregnancy is associated with the development of heart disease in the adult offspring. There may even be effects transmitted to future generations.

Vitamin D

- Since it is difficult for people to get enough vitamin D from food or sunlight alone, the UK Department of Health recommends pregnant and breastfeeding women to take daily 10mcg vitamin D supplement.
- The National Diet & Nutrition Survey found that 15% of women of reproductive age (19-64 years) were vitamin D deficient*.



^{*}National Diet & Nutrition Survery, 2016, Vitamin D levels, Table 8.6

Vitamin D and Pregnancy New Clinical Research

- Initial research shows how common vitamin D deficiency is in pregnant women*. Further
 research ongoing at the Institute of Metabolism and Systems Research, University of
 Birmingham.
- Focus on
 - how vitamin D affects immune responses in pregnancy
 - why low vitamin D levels increase a women's risk of complications such as preeclampsia, pre-term birth and miscarriage
- Pregnacare is providing a long term grant to Wellbeing of Women, supporting Dr Tamblyn's research into the role and importance of vitamin D supplementation in pregnancy.





lodine

- Iodine is very important before conception and around pregnancy. There is a link between inadequate iodine status in pregnant women and cognitive outcomes in their children*.
- The World Health Organization (WHO) considers iodine deficiency to be the single most important preventable cause of brain damage in the developing foetus worldwide**.
- New, official studies of UK iodine status have shown deficiencies in women of childbearing age and pregnant women***.



^{*}SC Bath et al., 2013 Effect of inadequate iodine status in UK pregnant women on cognitive outcomes in their children: results from ALSPAC, The Lancet *WHO, Micronutrient Deficiencies

^{***}National Diet and Nutrition Survey Results from Years 7 and 8 (combined) of the Rolling Programme, Public Health England, 2018

lodine

Articles

Effect of inadequate iodine status in UK pregnant women on (1) (1) cognitive outcomes in their children: results from the Avon Longitudinal Study of Parents and Children (ALSPAC)



Sarah C Bath, Colin D Steer, Jean Golding, Pauline Emmett, Margaret P Rayman

Background As a component of thyroid hormones, iodine is essential for fetal brain development. Although the UK Published Onlin has long been considered iodine replete, increasing evidence suggests that it might now be mildly iodine deficient. May 22, 2013 We assessed whether mild iodine deficiency during early pregnancy was associated with an adverse effect on child

Methods We analysed mother-child pairs from the Avon Longitudinal Study of Parents and Children (ALSPAC) 50146-6736(13)60717-5 cohort by measuring urinary jodine concentration (and creatinine to correct for urine volume) in stored samples from Department of Nutritional 1040 first-trimester pregnant women. We selected women on the basis of a singleton pregnancy and availability of Sciences, Faculty of Healthan both a urine sample from the first trimester (defined as s13 weeks' gestation; median 10 weeks [QR 9-12]] and a measure of intelligence quotient (IQ) in the offspring at age 8 years. Women's results for iodine-to-creatinine ratio (5C Bath Pio.) were dichotomised to less than 150 μg/g or 150 μg/g or more on the basis of WHO criteria for iodine deficiency or Proof M Prayman DPHII; and sufficiency in pregnancy. We assessed the association between maternal iodine status and child IQ at age 8 years and Centre for Child and Adolescen reading ability at age 9 years. We included 21 socioeconomic, parental, and child factors as confounders.

Findings The group was classified as having mild-to-moderate iodine deficiency on the basis of a median urinary UK(ED SterMS. iodine concentration of 91-1 µg/L (IQR 53-8-143; iodine-to-creatinine ratio 110 µg/g, IQR 74-170). After adjustment Prof | Golding FMedScl. for confounders, children of women with an iodine-to-creatinine ratio of less than 150 µg/g were more likely to have scores in the lowest quartile for verbal IQ (odds ratio 1.58, 95% CI 1.09-2.30; p=0.02), reading accuracy (1.69, 1.15-2.49; p=0.007), and reading comprehension (1.54, 1.06-2.23; p=0.02) than were those of mothers with ratios of 150 µg/g or more. When the less than 150 µg/g group was subdivided, scores worsened ongoing from 150 µg/g or Sciences, Faculty of Health and more, to 50-150 µg/g, to less than 50 µg/g.

Interpretation Our results show the importance of adequate iodine status during early gestation and emphasise the risk that iodine deficiency can pose to the developing infant, even in a country classified as only mildly iodine deficient. Iodine deficiency in pregnant women in the UK should be treated as an important public health issue that

Funding None.

Introduction

most important preventable cause of brain damage" fostered the belief that the UK was iodine sufficient. worldwide. Although iodine deficiency is often thought Thus, by contrast with almost all other developed to be a problem of developing countries, industrialised countries, no national surveys have been done to monitor countries are not immune.2 Indeed, concern is iodine status in the UK population since the 1940s.39 emerging that iodine deficiency might be widespread Iodine deficiency has widespread implications because in the UK. This concern is based on results of a iodine is a key component of the thyroid hormones, nationwide study of adolescent schoolgirls, which which are crucial for brain and neurological developshowed mild iodine deficiency in the UK' and confirmed ment, particularly during gestation." Although severe findings of smaller UK studies of women of child-deficiency in pregnancy is well known to result in adverse bearing age and pregnant women. 48

result of changes in dairy farming after the 1930s. The were neither randomised nor placebo controlled.

apparent eradication of goitre, and reports from Total WHO considers iodine deficiency to be "the single" Diet Studies that iodine intake was more than adequate,"

childhood outcomes, such as cretinism and mental Iodine deficiency was common in the UK until the retardation," less is known about the effects of mild-to-1960s,7 but unlike many countries, an iodised- moderate deficiency,12 At this deficiency level, only two salt programme was not introduced to eradicate the small intervention studies have been done that have deficiency. This absence of implementation was partly child cognitive outcomes, and although both have shown because the country experienced iodisation through an improvements with iodine supplementation in pregadventitious increase in the iodine content of milk as a nancy, interpretation is restricted because the studies

Surrey, Guildford GU2 7XH, UK

Effect of inadequate iodine status in UK pregnant women on cognitive outcomes in their children: results from the Avon Longitudinal Study of Parents and Children (ALSPAC)

Sarah C Bath, Colin D Steer, Jean Golding, Pauline Emmett, Margaret P Rayman Published May 2013

Findings – pregnant women with an iodine deficiency had children with significantly lower IQ and reading ability

www.thelancet.com Published online May 22, 2013 http://dx.doi.org/10.1016/50140-6736(13)60436-

lodine In The News

Thyroid hormone deficiency can lead to a lower IQ, hearing and learning difficulties, as well as other forms of neurological impairment in later life.



The Independent, May 2013



Iron

- Women of childbearing age, 25 to 49 years, are at most risk of iron deficiency.
 National Diet & Nutrition Survey (2017) showed that 29% of these women had iron intakes below the LRNI.
- Many pregnant women are low in iron since it is difficult to consume enough solely through the diet.
- In a large international study conducted across 29 countries, the researchers of the Queen Mary University of London found that pregnant women with anaemia are twice as likely to die during, or shortly after pregnancy compared to those without the condition*.



^{*}J Dahru et al., 2018, Risk of maternal mortality in women with severe anaemia during pregnancy and post partum: a multilevel analysis, The Lancet Global Health, volume 6

Why Pregnacare Is The Ideal Pregnancy Supplement



- A range with over 20 nutrients to support pregnancy health including folic acid, vitamin
 D, vitamin C, vitamin B12, iron, iodine, zinc and selenium
- Because you need more than just folic acid
- Most trusted by mums
- Most recommended by midwives
- Helping healthy pregnancies for 30 years
- Supported by award winning UK research









Clinical Trial

A ground breaking clinical trial published in the British Journal of Nutrition in 2010 showed that **Pregnacare** reduced the risk of small-for-gestational-age babies.

The collaborative study of over 400 newly pregnant women in London was carried out by the Institute of Brain Chemistry and Human Nutrition, London Metropolitan University and Homerton University Hospital.



Effect of multiple-micronutrient supplementation on maternal nutrient status, infant birth weight and age at birth in a low-income, multi-ethnic population.

Louise Brough, Gail A. Rees, Michael A. Crawford, R. Hugh Morton and Edgar K. Dorman

Clinical Trial

Results

Women taking Pregnacare benefited from:

Improved Nutrient Status when taking Pregnacare

- Improvement in nutrient status relative to the placebo.
 - Markers of iron, folate, thiamine and vitamin D status were all higher during the third trimester in the vitamin group.

Improved Gestational Weight when taking Pregnacare

- A reduction in numbers of small-for-gestational-age (SGA) infants (low birth weight for time of birth) relative to the placebo.
 - To the best of our knowledge, this is the first reporting of clinical findings in a study performed in either the UK or developed world showing that supplementing with a specific multivitamin supplement may help reduce the number of SGA infants born.

Clinical Trial Media Coverage



Daily Mail



Vitamins' tot hope

multi-vitamin TAKING pills during pregnancy HALVES the risk of having an underweight baby, a study claimed yesterday.

Just nine per cent of women given tablets had low-weight kids compared to 20 per cent of those given a placebo, the study of 402 mums-to-be found.

Smaller babies face obesity and diabetes in later life, said professors who carried out the study in Hackney, East London.

The Sun

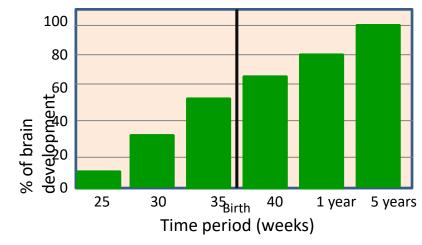
Omega 3

- Essential fats are vital for health, and play a role to support fertility and pregnancy
- Omega-3 essential fats support blood flow and so **oxygen and nutrient delivery to the body cells**, support sperm motility and are needed to build baby's brain, eyes and nervous system as well as for healthy cell structure throughout the body
- Research has shown that omega-3 fatty acids may provide an effective and practical avenue for delaying ovarian aging and improving oocyte quality at advanced maternal age
- Omega-3 fatty acids help control inflammation which may interfere with getting and staying pregnant
- Before and during pregnancy it is recommended to limit intake of oily fish due to potentially detrimental levels of mercury and pollutant contamination. A purified fish oil supplement is a good solution
- Once a woman becomes pregnant Omega-3 has a continued role to play: Omega-3 provides DHA. Maternal
 intake of DHA contributes to normal eye and brain development of the foetus†

Each Omega-3 capsule provides **300mg DHA** (docosahexaenoic acid); the exact level recommended by international experts*

- Provides a direct source of Omega-3
- Maternal intake of DHA contributes to normal eye and brain development of the foetus†
 - 60 % of the foetal brain is fats 40% of which is DHA
 - 60% of the retina is made up of fatty acids

Normal brain growth during foetal life and preschool years



^{*}ISSFAL (International Society for the Study of Fatty Acids and Lipids) Workshop on the Essentiality of and Recommended Dietary Intakes for Omega-6 and Omega-3 Fatty Acids. National Institutes of Health (NIH) April 1999

[†]A daily intake of 200mg DHA is required in addition to the recommended daily intake of 250mg DHA / EPA for adults.



Thank you.

Q/A will be held later in the day.

