

THE ROLE OF IRON FOR YOU AND YOUR BABY

IN EVERYDAY LIFE

Your skin, hair and blood cells are always growing or being renewed. Iron is a fundamental part of several of the proteins that allow our DNA to copy and repair itself for this process.²

Iron also plays a critical role in the optimal functioning of the muscles³ and is needed to help keep your body warm.⁴

The brain needs energy to function normally, and iron is essential to its development.⁴⁻⁷ A common symptom of low iron includes impaired concentration.⁸

YOUR IRON COUNTS



DURING PREGNANCY AND MOTHERHOOD

When you become pregnant, iron levels are important for a healthy pregnancy and to support your baby's development and health.¹



EARLY DAYS OF PREGNANCY

Your iron requirement increases to support the growing placenta.⁹ Iron is also an essential ingredient to help you create more red blood cells during pregnancy,⁹ which help to provide oxygen for you and your baby.¹⁰



BABY'S IRON STORES

Your baby relies on the iron stored from you during pregnancy to grow strong and healthy from the start. The iron stored in the final weeks of your pregnancy provides baby with 80% of the iron needed in their first 6 months of life.^{13,14}



FOR MOTHERHOOD

Iron helps reduce risk of complications and may help you handle the demands of pregnancy, the birth and post-delivery.^{1,16} Iron may also help keep the immune system healthy, to help fight off infections.^{1,17}



MILK PRODUCTION

If you choose to breastfeed your baby, healthy iron levels may support milk production^{11,12} and how long you are able to breastfeed.¹¹ Additionally, iron levels may impact not only the amount of iron in your milk, but also its nutritional properties.¹²



BABY'S BRAIN DEVELOPMENT

The part of the brain used for learning, memory and cognition (the hippocampus) is very sensitive to iron deficiency during growth and may not develop properly if the baby or young child is iron deficient.^{5,6,15} Evidence shows babies born with iron deficiency may have a lower IQ.⁶



EMOTIONAL WELLBEING

If you have iron deficiency or iron deficiency anaemia, you might feel fatigued and this could impact your emotional wellbeing and affect the mother-baby bond.¹⁸ Iron may support your health and mental wellness as you create those first memories together with your new baby.¹⁹