

PRESS CLIPPING SHEET

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Elevit delivers nutritional requirements for mothers, babies crucial to healthy development, significantly reducing risk of birth defects

Elevit, Bayer's specially formulated vitamin and mineral supplement, has finally been launched in Egypt, bringing peace of mind to women who are trying to conceive, are pregnant or breastfeeding, that their baby is getting all the nutritional requirements necessary for its healthy growth from as early on as time of conception.

While other pregnancy supplements are basic multivitamins adjusted slightly for pregnancy, Elevit is specially formulated for women to help their babies receive the best nutritional support levels. It contains the highest levels of folic acid and iron of any pregnancy multivitamin, and its dosage of one tablet a day is more convenient than many other supplements that should be taken twice a day.

Elevit, with its ingredients containing folic acid, iron, and multiple micronutrients, significantly improves pregnancy outcomes, and reduces the risk of birth defects. Folic acid has been clinically proven to reduce the risk of neural tube defects, while iron and iodine assist in the development of the baby's brain.



Taking Elevit at least one month before pregnancy ensures that adequate and protective micronutrient levels are reached by time of conception and are maintained during pregnancy, and onwards when breastfeeding.

Taking Elevit with a healthy diet has been shown to help meet the increased nutritional requirements necessary during pregnancy and breastfeeding. Nutritional requirements increase by almost 150% dur-

ing pregnancy and women are at a higher risk of becoming more deficient, potentially impacting their—and their baby's—health.

Elevit's launch in Egypt comes as part of Bayer's efforts to advance and improve women's healthcare access and outcomes across the globe. In 2017, Bayer launched Women's Health Matters, a medical educational programme to inspire, update, and support healthcare professionals in-

involved in the area of women's health.

Naturally, Bayer's focus on women's health extends to pregnant women and their unborn children and on developing innovative products to ensure that both come through the pregnancy in the best possible health. Bayer is also committed to support the United Nations Every Woman Every Child movement and contributes to the success of the UN Sustainable Development Goals.