



HEME IRON POLYPEPTIDE/IRON SUPPLEMENT
Higher Absorption/Very less Gastric Irritation



Iron deficiency is the most common nutritional deficiency in the United States and in other parts of the world. Dietary iron is categorized into **NON-HEME AND HEME IRON** based on the source of the iron.

Non-heme iron: It represents the majority of dietary iron, is found mostly in such plant foods as lentils and beans, and is the form of iron used to fortify such foods as cereals. *Non-heme iron*, also referred to as inorganic iron, is present within food in both the ferrous and ferric forms, therefore an acidic environment in the gastrointestinal tract is required for optimal absorption.

Absorption of *non-heme iron* also is influenced by current iron stores of the patient; patients with low iron stores demonstrate higher absorption of iron than patients with adequate iron stores. *Non-heme iron* has several common side effects, which are related to the dose of elemental iron and include gastrointestinal upset, abdominal pain, constipation or diarrhea, nausea and vomiting.

Heme Iron: *Heme iron* is derived from *hemoglobin and myoglobin* found in such *animal food sources as red meat, fish and poultry*. The overall *absorption of heme iron is estimated to be higher than non-heme iron*, with reported ranges of **15% to 35% versus 3% to 20%**, respectively. There are several proposed mechanisms by which heme iron is absorbed, two of which include heme receptor mediated endocytosis and a *heme iron* specific transporter. On the other hand, divalent metal transporters are suggested to be the entry way of iron salt absorption into the body. Heme iron exists within a porphyrin complex and is not exposed to substances within the gastric lumen, which may hinder absorption of the heme iron.

TREAT HEMOGLOBIN DEFICIENCY WITH HEMOGLOBIN CONTAINING HEME IRON
THE HEME® (12 mg of Heme Iron Polypeptide)
Marketed by Pharmvista, Inc. USA

What is The Heme® ?

TheHeme® (HEME IRON POLYPEPTIDE) is a new and advanced iron supplement unlike any currently on the market. Heme-12® is a form of iron (in the form of "hemoglobin") identical to that found in blood and red meat. Unlike traditional iron supplements like ferrous sulfate, it is readily absorbed by the body and is generally free of side-effects like heartburn and constipation, which are normally associated with other iron supplements.

TheHeme® can be readily taken with a meal and is ideal for people who need iron supplementation but at the same time cannot tolerate traditional iron products and/or who have impaired ionic iron absorption. In particular, senior citizens and pregnant women will find this supplement to be useful in providing adequate iron for better concentration and more energy.

Contraindications: Persons with known allergies to meat products should not consume The Heme®. It is not intended for continuous use by the general population, which may lead to iron overload with chronic consumption. Patients with hereditary hemochromatosis or other conditions of iron overloading should not consume The Heme®.

The Heme® Product Presentation: Dietary supplement/Medical Food
Tablets: 3 mg, 6 mg and 12 mg
30 Count Bottles/10 count Blisters

SALIENT FEATURES OF THE HEME®

- Natural and Highly Bioavailable.
- Very less or almost no GI effects
- Absorbed by a specific heme receptor in the small intestine.
- Heme iron absorption is not influenced by other food.

Who should take THE HEME®

- Patients with Iron deficiency: Anemia and Hemoglobin deficiency
- Patients undergoing chemotherapy
- Patients undergoing hemodialysis
- Pregnant women and Senior citizens

Product Marketed By:

Pharmvista
 New Jersey, USA
www.theheme.com