

# BioFerrin<sup>®</sup> for Iron Support is on the Up!

Consumers Need a New Solution and Love Bioferrin.  
~1,000 Consumers Surveyed.

Women Need More Iron



Population Deficient<sup>1</sup>



Micronutrient Deficiency Worldwide<sup>2</sup>

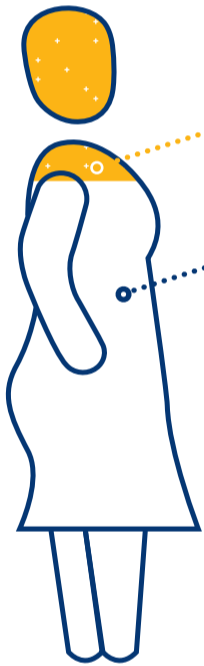


Need Daily<sup>3</sup>

## SURVEY SAYS...

935 WOMEN RESPONDED / AGE 22-44

Women Taking Iron



27% Yes

73% No

There's Market Opportunity!



62%

Looking for an Easier on the Stomach Solution

Response to

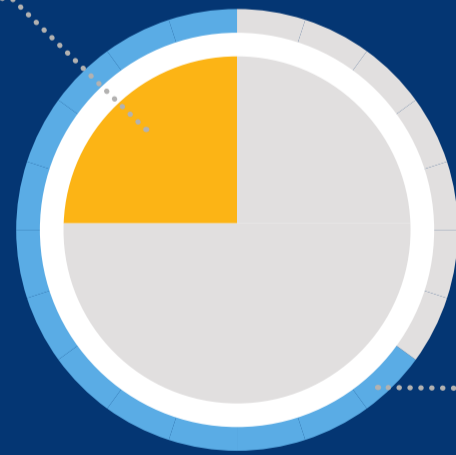
BioFerrin<sup>®</sup> for Iron Support is Positive!



83%

25%

Perfect!  
10/10 SCORE



65%

Recommended!  
7-10 SCORE

Now There's a Better Way!

BioFerrin<sup>®</sup>  
↑ IRON WITHOUT UPSETTING STOMACHS



See what's possible. Just add Glanbia.

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glanbia  
nutritionals

Sources: 1. CDC Iron Deficiency - United States, (1999--2000), 2. Iron Deficiency Anemia, World Health Organization (2016), 3. Micronutrient Deficiencies, National Institute of Health. Iron Dietary Supplement Fact Sheet, 4. Glanbia Nutritionals, Bioferrin Iron Crystal Bursts Consumer Survey (2017)