



**LET'S COPE WITH  
ANEMIA TOGETHER**



TABLETS  
**COSIRON**  
FOR IRON DEFICIENCY ANEMIA



**PROPERTIES:**

Boosts  
energy  
levels



Iron  
deficiency  
support



Delivers  
oxygen  
to the cells



Easy  
on the  
stomach



Supports  
red blood cell  
production



**DESCRIPTION:**

- Cosiron tablet contains Ferrous bisglycinate that improves iron absorption, storage and increase hemoglobin level better than the conventionally used iron salts. It is claimed to have better patient compliance because of fewer gastrointestinal tract side effects. Vitamin C acts as a reducing agent to facilitate iron absorption from the GI tract and to enable its mobilization from storage.

**INDICATIONS:**

Iron  
deficiency  
Anemia

Pregnancy  
and  
lactation

Blood  
loss

Prenatal  
and  
postnatal  
period

Heavy  
menstruation

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### ROLE OF INGREDIENTS:

#### IRON BISGLYCINATE:

- It is a chelated and highest absorbable form of iron.
- This novel type of iron is absorbed like an amino acid by the cells of the small intestine without the usual irritation and constipation of other forms.
- It provides a margin of safety that is 125 fold above the provision at maximum tolerable daily intake of other iron salts.
- It does not affect any other nutrients.

#### VITAMIN C:

- Vitamin C is vital for both mother and baby.
- It is needed for tissue repair and wound healing, and it helps the baby's bones and teeth develop, too.
- Vitamin C also aids in the body's production of collagen, helps to boost immunity and, on top of it all, improves the ability to absorb iron.

#### FOLIC ACID:

- Folic acid may protect during pregnancy against depression and birth defects
- It reduces neonatal mortalities from Neural Tube Defects (NTDs) and is efficacious in treating anemia.

#### METHYLCOBALAMIN:

- Methylcobalamin works with folic acid to control high homocysteine levels to lower risk factors for preeclampsia, neural tube defects and neuron dysfunction.

### IMPORTANCE OF IRON:

- Iron is one of the minerals required by our body to carry out some of the essential functions. The basic and important function of iron (as a part of hemoglobin) is to transport oxygen from lungs to cells in our body and is an essential requirement of the body.
- Iron is important for the production of hemoglobin by erythroblasts. If iron supply is not adequate, the Hb production does not succeed and the number of red blood cells decreases. This condition is also known as "Anemia".

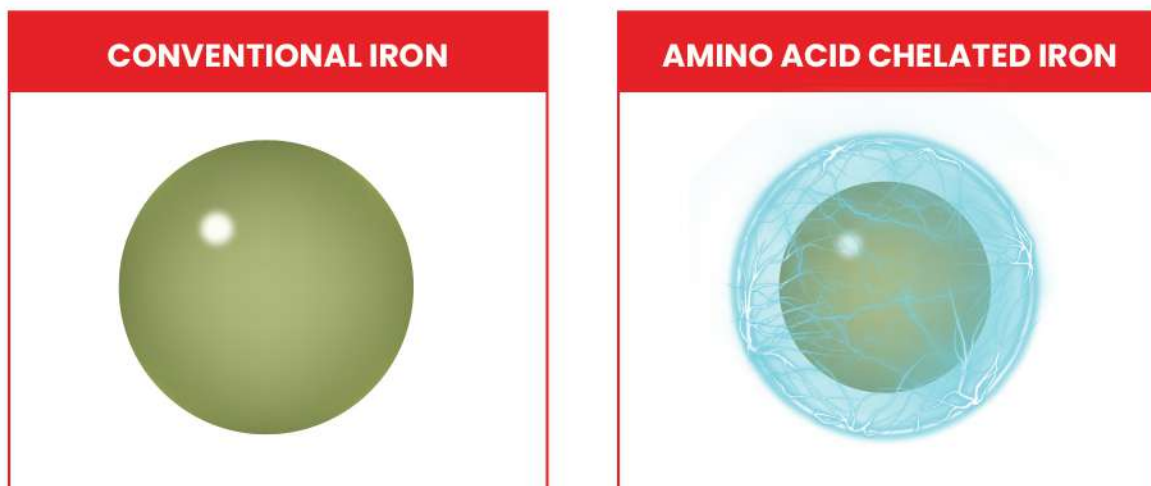


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**WHY USE POTRON TABLET:!**

The Potron tablet contains iron bis-glycinate which is an amino acid chelate. Chelation gives protection to the iron by limiting its reactivity with dietary components or gastric acid.



Chelated iron also gives better absorption. Bovell-Benjamin has shown absorption from chelated iron to be 4 times higher than from ferrous sulphate. Other studies have shown iron amino acid chelate absorption to be consistently about 5.3 times more than  $\text{FeSO}_4$ .

**BENEFITS:**

- Helps prevent and treat iron deficiency & anemia.
- Reduces the incidence of miscarriages, labour, complications, neural tube defects & low birth weight babies.
- Reduces the risk of premature delivery by two to three times.
- Significantly reduces the risk of intrauterine growth retardation.
- Required for the formation of Haemoglobin & RNA.
- Iron enhances immunity.
- Significantly boosts the energy levels.
- Reduces homocysteine levels.

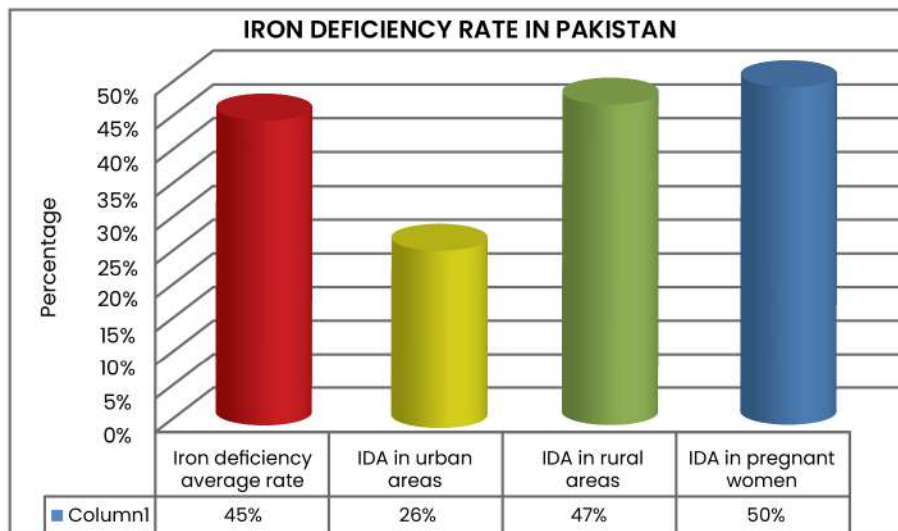
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TABLETS

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## IRON DEFICIENCY RATE IN PAKISTAN:<sup>4</sup>



## COMPARATIVE DATA OF FERROUS SULFATE & BISGLYCINATE:

|              | FERROUS SULFATE   | BISGLYCINATE  |
|--------------|---|---|
| DEFINITION   | Ferrous sulfate is a type of iron supplement which denotes a range of salts with the chemical formula $\text{FeSO}_4 \cdot x\text{H}_2\text{O}$ | Iron glycinate is a type of iron supplement which is better than other iron supplements |
| ABSORPTION   | Less absorbed by our body   | Comparatively high absorption   |
| TOXICITY     | More toxic  | Less toxic  |
| SIDE EFFECTS | Nausea, vomiting, stomach pains, constipation, etc.   | Few gastrointestinal symptoms   |
| EFFICIENCY   | Low   | High  |



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## FOR IRON DEFICIENCY ANEMIA

Highest absorption rate, highest among all iron salts

Iron bis-glycinate is easily absorbed, which makes it more effective at nourishing the body

Excellent patient compliance

Iron bis-glycinate is gentle on the digestive system than other iron supplements

Vitamin C, folate, and vitamin B12 work synergistically to boost hemoglobin levels

Superior Quality, Laboratory tested Non-GMO, Gluten-Free and Soy-Free

### COMPOSITION:

Each Tablet Contains:

- Iron Bisglycinate chelate.....130mg (eq. to elemental iron 26mg)
- Vitamin C (BP).....50mg
- Folic acid (BP).....250mcg
- Vitamin B12 (USP).....0.1mcg

### DOSAGE:

- 1 tablet daily with a meal or as prescribed by the physician.

**Note:**

- Pregnant women should consult with their doctors before taking any supplements.

### PRESENTATION:

- Available in 20's TAB Pack.

#### REFERENCES:

Bovell-Benjamin AC et al. Am J Clin Nutr. 2000;71:1563-1569.  
ARCHIVOS LATINOAMERICANOS DE NUTRICION, Suplemento Vol. 51 N°1; 2001.  
The absorption and metabolism of iron amino acid chelate by H. DeWayne Ashmead  
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