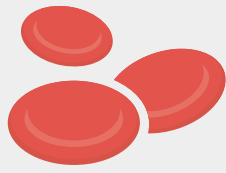


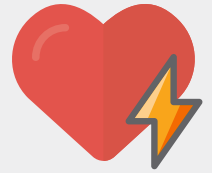
THE ROLE OF IRON IN THE BODY



Iron is a vital component of red blood cells, which transport **oxygen** around the body¹



Increasing exercise capacity & quality of life¹



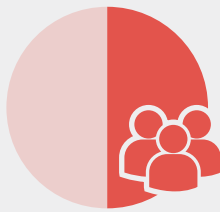
Helping the heart **generate energy**¹

IRON DEFICIENCY IS COMMON IN HEART FAILURE

WHY SHOULD WE CARE ABOUT IRON DEFICIENCY?



Heart failure is a leading cause of **hospitalisations** in people over 65⁴



Up to **50%** of people with heart failure may have iron deficiency²



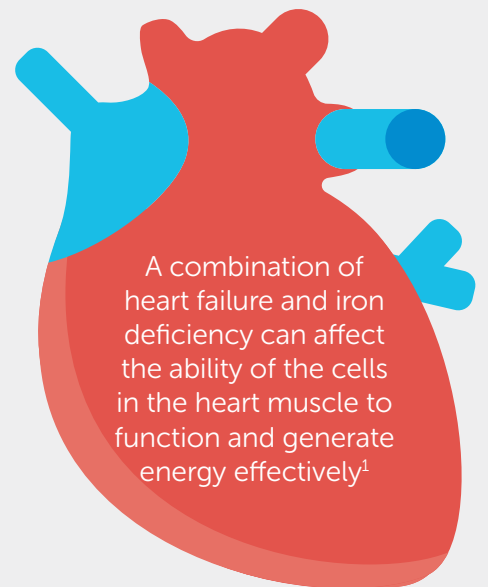
Iron deficiency in heart failure leads to serious health consequences and directly impacts the **quality of life** of people with the condition¹⁻³

THE IMPACT OF LOW IRON ON THE HEART



Increased inflammation in the **heart** means that **iron is not well absorbed** by the body^{2,5}

Low iron levels may **decrease** the amount of **oxygen** in the **blood** and **limit exercise ability**^{1,6}



A combination of heart failure and iron deficiency can affect the ability of the cells in the heart muscle to function and generate energy effectively¹

MANAGING IRON DEFICIENCY

The European Society of Cardiology now recommends that IV iron treatment should be considered for people with heart failure who show symptoms of iron deficiency⁷

It is easy to determine if someone is iron deficient, a simple blood test can be done to see how much iron is in the body



TREATING IRON DEFICIENCY IN HEART FAILURE HAS BEEN PROVEN TO

- Improve **quality of life**^{8,9}
- Reduce **hospitalisations**⁹
- Increase **exercise capacity**^{8,9}
- Improve the **symptoms of heart failure**^{8,9}



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