

If your iron levels are low, you might not be able to make new cells as efficiently as you should.

Our skin, hair and blood cells are always growing or being renewed. The **process of making new cells** is dependent on iron-containing proteins.¹⁰

Iron is a **fundamental** part of several of the proteins that allow our DNA to copy and repair itself.¹⁰

IRON FOR THE BUILDING BLOCKS OF LIFE

We **get energy from different sources** – sugar, carbohydrates and fat for example. But for our body **to use this energy, it has to be broken down** – and **this requires iron.**^{7,8}

We also **need oxygen for the production of energy.** Iron is used to carry oxygen around the body in **red blood cells**, and to **store oxygen in the muscles.**⁷

If your iron levels are low, you might not have the energy you're used to and might feel the cold a bit more than you should.

IRON FOR YOUR BRAIN

Iron is used in many aspects of the day to day functioning of your body: from your brain, to your muscles down to your DNA.

Being iron deficient can leave you feeling fatigued,¹ unable to concentrate,² and cold.³

IRON FOR ENERGY & WARMTH

Iron is needed for the processes in your **body that keep you warm.**⁵



In babies and young children, the brain grows at an incredible rate.⁴ If the part of the brain used for learning, memory and cognition (the hippocampus) doesn't get enough iron during this growth, it **doesn't develop properly.**⁴



On a day to day basis, **the brain needs a lot of energy.** Iron is essential in several steps to make this energy.⁴

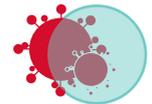
Some of this energy is used to make **new connections** in our brain, and to keep the connections that are already made **running smoothly.**^{5,6}

Iron is also important to make the chemicals and structures that **send messages across the brain and throughout the body.**^{5,7}



If your iron levels are low, your brain may struggle to concentrate or learn new things.⁶

IRON TO STAY HEALTHY



When exposed to germs, our immune system responds with the aim of **destroying the germ.** Iron is needed for the immune system to **work properly.**⁷



Iron plays a critical role in the **optimal functioning** of the muscles.⁸

If your iron levels are low, your body might not be able to fight off infection and heal as well as it could.⁹

OUR BODIES NEED IRON. IF YOU THINK YOU MIGHT BE SUFFERING FROM IRON DEFICIENCY, SPEAK TO YOUR DOCTOR AND GET YOUR IRON LEVELS CHECKED.