



Australia's most trusted brand that meets the RDI for folic acid, iron and iodine*¹

Key Benefits of Elevit

Elevit Pre-conception & Pregnancy Multivitamin is scientifically formulated with:

- ✓ **800 µg of folic acid** which has been shown in a study to help women reach optimal red blood cell folate levels within 4 weeks²
- ✓ Folic acid is clinically proven to reduce the risk of neural tube defects like spina bifida³
- ✓ **60 mg of iron** to help prevent iron deficiency
- ✓ **220 µg of iodine** to support baby's brain development

Do All Pregnancy Multivitamins Match Elevit?

Name of Supplement	Australian Recommended Daily Intake					
	Folate		Elemental Iron		Iodine	
	Daily dose (µg)	Meets RDI 600 µg	Daily dose (mg)	Meets RDI 27 mg	Daily dose (µg)	Meets RDI 220 µg
Elevit (1 tab daily)	800	✓	60	✓	220	✓
Blackmores Pregnancy & Breastfeeding Gold (2 caps daily)	500	✗	10	✗	150	✗
BioCeuticals InNatal Plus Iron (2 caps daily)	500	✗	15	✗	270	✓
Swisse Ultinatal Pre-Conception & Pregnancy Multivitamin (2 caps daily)	500	✗	10	✗	220	✓

Pregnancy Multivitamins – Daily Dosage and Size Comparison



*Elevit is Australia's most trusted pregnancy vitamin based on Kantar Australia brand research, OCT 2020.

References: 1. NHMRC, Nutrient reference values for Australia and New Zealand including recommended dietary intakes, 2006. 2. Bramswig S et al. Int J Vitamin Nutr Res 2009; 79(2): 61-70. (Sponsored by Bayer) 3. De-Regil LM, Peña-Rosas JP, Fernández-Gaxiola AC, Rayco-Solon P. Effects and safety of periconceptional oral folate supplementation for preventing birth defects. Cochrane Database of Systematic Reviews 2015, Issue 12. Art. No.: CD007950. DOI: 10.1002/14651858.CD007950.pub3. 4. Tremellen K, Miari G, Froiland D, Thompson J. A randomised control trial examining the effect of an antioxidant (Menevit) on pregnancy outcome during IVF-ICSI treatment. Aust N Z J Obstet Gynaecol 2007; 47: 216-21 (sponsored by Bayer).



Supporting Baby's Healthy Development at Every Stage

Stage

Benefits

Preconception and pregnancy for her



Elevit

- Helps women meet their nutritional requirements during planning and pregnancy
- Supports baby's healthy growth and development
- Proven to reduce the incidence of birth defects such as spina bifida³

Preconception for him



Menevit

- Reduces free radicals in the body
- Supports sperm health and production
- Demonstrated improvement in pregnancy rates in an IVF population⁴

Pregnancy and Breastfeeding



Elevit Probiotics

- Contains billions of healthy bacteria to support immunity
- Supports gut health
- Helps with nutrient uptake

Pregnancy and Breastfeeding



Elevit DHA

- Supports the development of baby's brain
- Supports the development of baby's eyes
- Supports mothers who don't eat enough oily fish, seafood or seaweed

Breastfeeding



Elevit Breastfeeding

- Supports women's increased nutritional needs during breastfeeding
- Supports baby's ongoing development including their brain and eyes
- Contains omega 3, betacarotene and lutein
- Contains lower levels of iron, folic acid and magnesium compared with Elevit Pregnancy to meet the unique requirements of lactating women

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Elevit contains folic acid, iodine, iron and vitamin D. Menevit contains lycopene, zinc, vitamin C and folic acid. Elevit Breastfeeding contains omega 3, betacarotene, lutein and vitamin D. For full active ingredients, see the labels. L.AU.MKTG.03 2021.06267