

PreferaOB ONE™ – the Only Prenatal Supplement with Natural HEME Iron and Plant-Based DHA – Now Available in a Single Pill

ATLANTA, March 25, 2010 – Now available, PreferaOB ONE™ is the first and only prenatal/postnatal multivitamin and multimineral supplement that combines natural, body-ready HEME Iron and polysaccharide iron complex with plant-based Omega-3 fatty acid DHA, in a convenient single softgel. Formulated to deliver one of the most comprehensive prenatals in a single-DHA pill, PreferaOB ONE™ is the latest addition to the PreferaOB® franchise, which also includes PreferaOB® and PreferaOB + DHA™.

PreferaOB ONE™ contains a dual Heme/non-Heme iron combination which provides 40% greater absorption¹ and delivers higher bioavailability² with lower side effects than traditional iron supplements, including significantly less constipation³. In addition, its plant-based *life'sDHA*™* Omega-3 is derived from the oils of microalgae grown outside of the ocean, which alleviates concerns about ocean-borne contaminants or fish allergenicity.⁴

PreferaOB ONE™ includes 12 essential vitamins and minerals, including a high dose of vitamin B6 (which may reduce morning sickness⁵) and 1mg folic acid to ensure adequate supplementation for prevention of neural tube defects⁶.

“PreferaOB ONE™ gives physicians like me and prenatal/postnatal patients a choice,” said Michael Hulse, MD, an OB/GYN and Chief of Staff at Northside Hospital Cherokee, in Atlanta, Georgia. Whether we select the two-capsule PreferaOB + DHA™ supplement or the single capsule option of PreferaOB ONE™, these prenatal supplements offer an advanced combination of nutrients for patients.”

IMPORANT RISK INFORMATION:

CONTRAINDICATIONS: This product is contraindicated in patients with a known hypersensitivity to any of the ingredients.

WARNING: Ingestion of more than 3 grams of Omega-3 fatty acids per day has been shown to have potential antithrombotic effects, including an increased bleeding time and International Normalized Ratio (INR). Administration of Omega-3 fatty acids should be avoided in patients taking anticoagulants and in those known to have an inherited or acquired predisposition to bleeding diathesis.

WARNING: Accidental overdose of iron-containing products is a leading cause of fatal poisoning in children under 6. **Keep this product out of reach of children.** In case of accidental overdose, call a doctor or poison control center immediately.

PRECAUTIONS: Folic acid when administered as a single agent in doses above 0.1mg daily may obscure pernicious anemia in that hematological remission can occur while neurological manifestations remain progressive. Pregnant women and nursing mothers should avoid supplemental doses of vitamin E higher than RDA amounts. While prescribing this nutritional supplement for pregnant women, nursing mothers, or for women prior to conception, their medical condition and other drugs, herbs, and/or supplements consumption should be considered.

ADVERSE REACTIONS: Allergic sensitization has been reported following both oral and parenteral administration of folic acid.

About Alaven:

Alaven® Pharmaceutical LLC is a privately held specialty pharmaceutical company located in Marietta, Georgia that develops and markets prescription and non-prescription products that treat women's health, gastroenterological, and anemia conditions.

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For More Information (press only):

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 2. Seligman, P., et al, Clinical Studies of HIP: An Oral Heme-Iron Product, *Nutr Res* 2000; 20(9): 1279-86.
 3. Frykman E, Bystrom M, Jansson U, Edberg A, Hansen T. Side effects of iron supplements in blood donors: superior tolerance of heme iron. *J Lab Clin Med.* 1994;123:561-564.
 4. Data on File, Martek Biosciences Corporation, Columbia, MD.
 5. Jewell, D. and Young, G., Interventions for nausea and vomiting in early pregnancy (Review), *Cochrane* 2007
 6. Calonge, N., et al, Clinical Guidelines: Folic Acid for the Prevention of Neural Tube Defects: U.S. Preventive Services Task Force Recommendation Statement, *Ann Intern Med.*

*life'sDHA™ is a trademark of Martek Biosciences Corporation, Columbia, MD.

**Proferrin® is a registered trademark of Colorado Biolabs, Inc., Cozad, NE.

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