



The biggest challenge in iron supplementation: Adherence

Iron deficiency is one of the most prevalent nutritional conditions globally. Oral iron supplements are widely available. And yet **adherence remains the #1 failure point**. So why do patients abandon the treatment?

The main challenge is that **most current iron formulations** cause frequent **GI side effects** and have a **strong metallic or unpleasant flavour**, leading many users to discontinue.

1 in 4 people worldwide live with iron deficiency

50%

of patients discontinue standard oral iron

#1

reason for discontinuation: GI and taste intolerance

Two main reasons for discontinuation

GI INTOLERANCE

**Poor gut tolerance**

When iron comes into contact with the **gut mucosa**, it drives mucosal irritation, inflammation and microbiota disruption.

Constipation

Nausea

Diarrhea

Abdominal pain

POOR TASTE

**Metallic flavour**

Iron salts dissolve directly on the tongue and are processed through saliva, making every dose a **sensory barrier**.

Taste rejection

Tongue irritation

Ironlink® Range

At STE Pharmaceuticals, we developed **Ironlink®**, a complete range of iron food supplements based on **microencapsulated ferric saccharate**, designed to address iron deficiency across all life stages, from children to the elderly.

Ironlink® is available in **multiple formats and concentrations** to meet each user's needs: vials, orodispersible powder, and an orodispersible format combined with multivitamins, delivering efficacy, tolerability and great taste in one portfolio.

Ironlink® single dose vials

Ironlink® Kids 10 mg

Ironlink® Adults 14 mg

Ironlink® Adults 40 mg

Ironlink® Advanced Kids 10 mg

Ironlink® Advanced Adults 14 mg

Ironlink® Advanced Adults 40 mg

Ironlink® single dose orodispersible powder

Ironlink® Kids 10 mg + Vit C

Ironlink® Adults 14 mg + Vit C

Ironlink® Adults 40 mg + Vit C

Ironlink® Kids 10 mg Multivitamins

Ironlink® Adults 14 mg Complete

- ✓ **High tolerability** thanks to the **microencapsulation technology**.
- ✓ **High bioavailability** and **efficacy**, with no GI effects.
- ✓ **Non-hemo ferric saccharate**.
- ✓ **Great taste**, designed for daily use.