

The Biggest Challenge in Iron Supplementation: Adherence

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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.

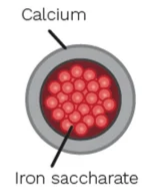
Ironlink® single dose vials



Ironlink® single dose orodispersible powder



- ✓ **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.



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