



Quick Bites to Blood Health

What is Blood Health?

Blood health ensures optimal performance of physiological functions in the body.



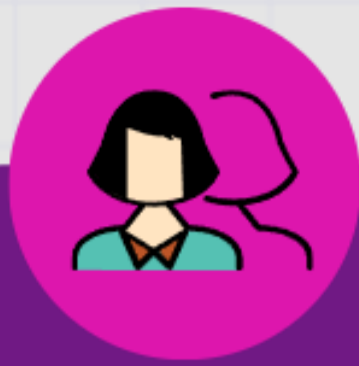
The leading cause of anaemia is **iron deficiency**.



Neglecting it can lead to anaemia, where the blood lacks healthy red blood cells to carry oxygen efficiently.



At-Risk Groups



Women of reproductive age
(heavy periods, pregnancy)



Adolescents
(rapid growth, poor diet)



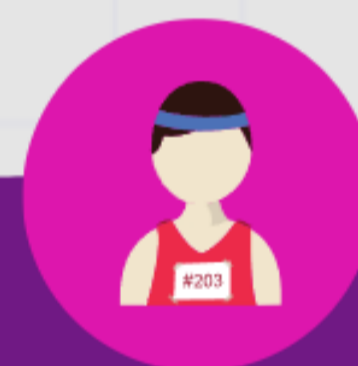
Infants & young children
(high iron needs)



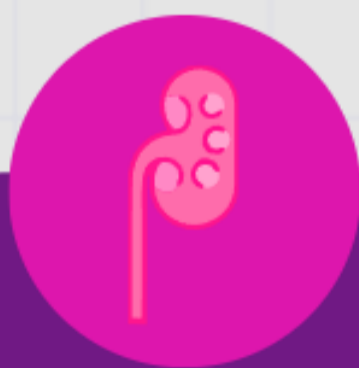
Elderly
(chronic diseases, reduced absorption)



Perioperative patients
(blood loss)



Athletes
(higher iron turnover, reduced absorption)

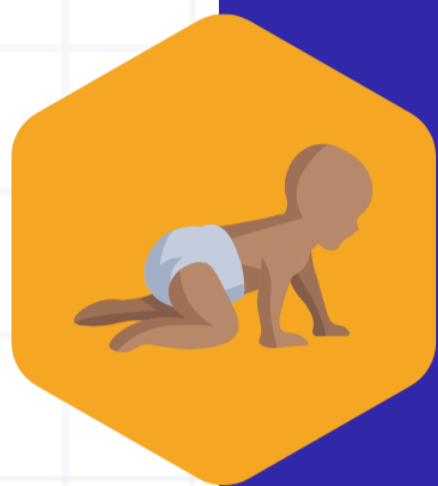


Chronic conditions & inflammation
(e.g. kidney disease, heart failure, cancer, rheumatoid arthritis)



Vegetarians & vegans
(low bioavailability of non-heme iron)

How Much Iron Do You Need?



Infants and Children
10 mg/day



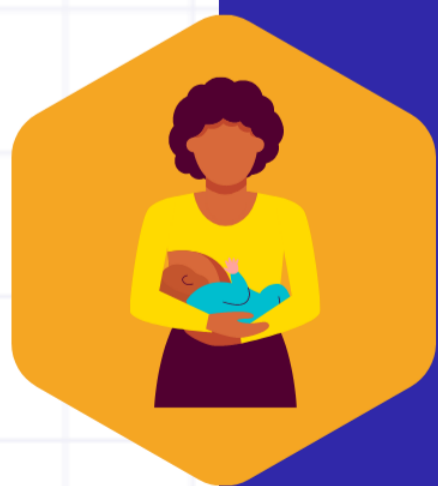
Menstruating Women
18 mg/day



Men
8 mg/day



Pregnant Women
27 mg/day




Lactating Women
10 mg/day




Elderly (50+)
8 mg/day


The Role of Iron in Your Body




Oxygen transport:
Haemoglobin (Hb) and red blood cell production



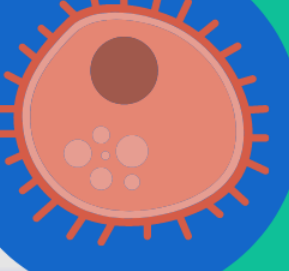
Brain development:
Critical for learning and memory




Energy production:
ATP synthesis




Muscle strength:
Myoglobin in muscles




Immune function:
Fights infection



Collagen production:
Healthy skin, hair, nails



Thyroid function:
Regulates metabolism




DNA synthesis:
Cell growth and repair

Fuel Your Blood Health



**Heme Iron
(Animal Sources)**

- Liver
- Red meat
- Poultry
- Seafood



**Non-Heme Iron
(Plant Sources)**

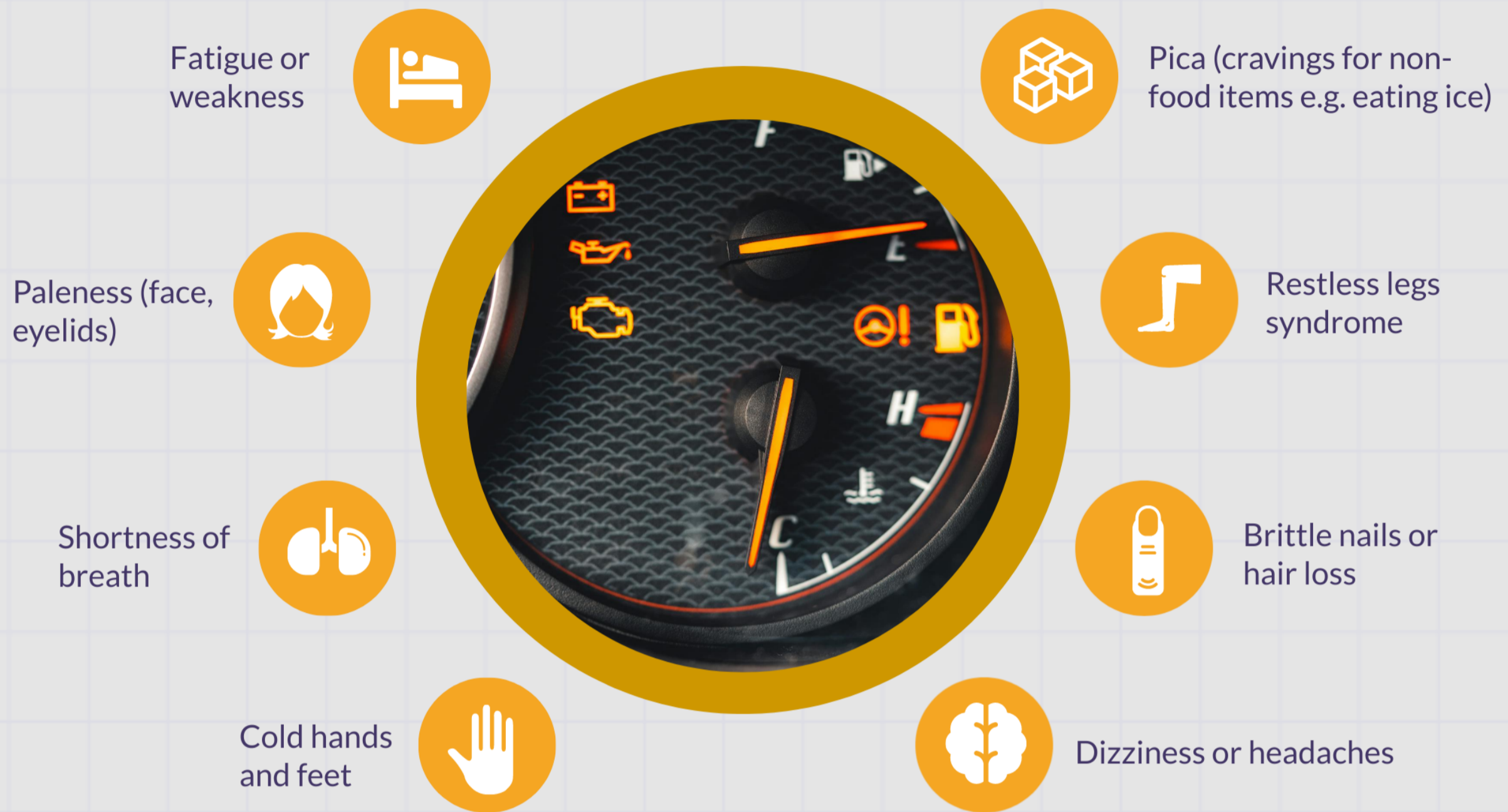
- Dark leafy greens
- Legumes
- Nuts and seeds
- Whole grains
- Dried fruits
- Tofu and soy products



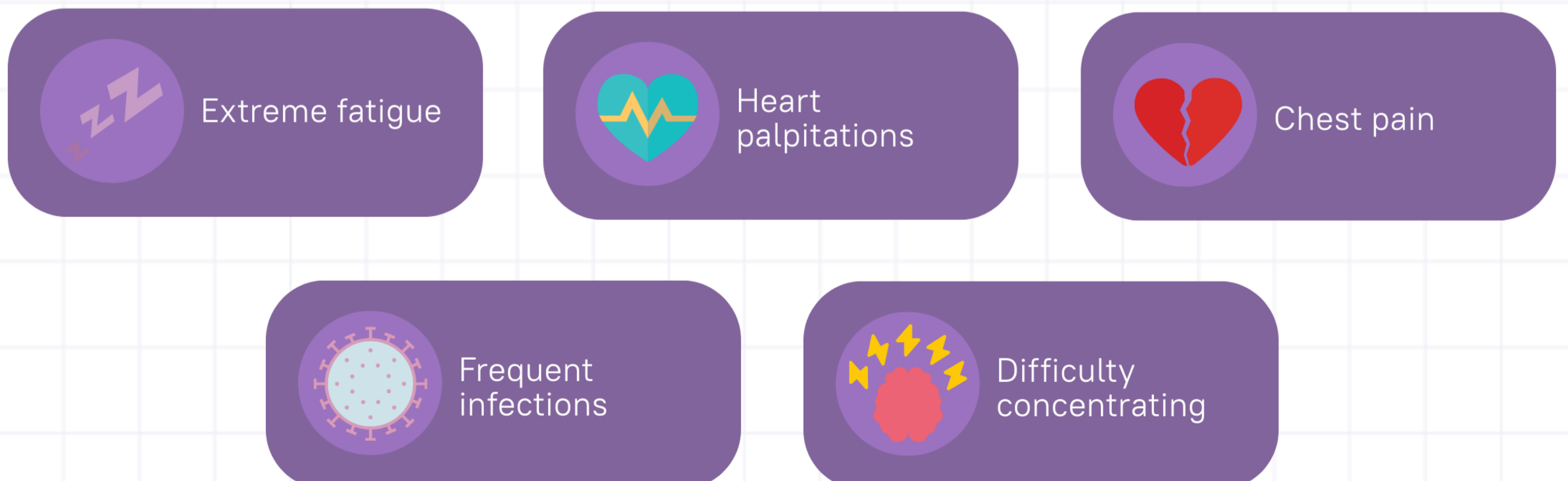
Enhancer: Vitamin C-rich foods

- Citrus fruits (oranges)
- Tropical fruits (papaya)
- Others (broccoli)

Early Signs of Iron Deficiency



Complications of Untreated Iron Deficiency



Long-term Consequences of Iron Deficiency



Osteoporosis



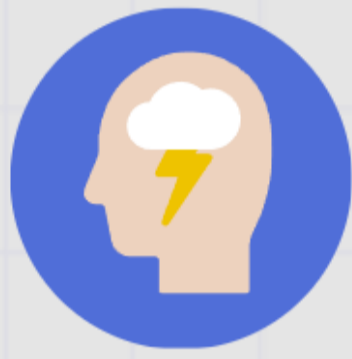
Heart failure



Cancer risk



Cognitive impairment



Depression



Increased mortality

Preventing and Treating Iron Deficiency

PREVENTION



Eat iron-rich foods



For vegans, combine non-heme iron with vitamin C-rich foods



Avoid iron inhibitors (tea, coffee, calcium) with meals



Take iron supplements on alternate days for at-risk groups

TREATMENT



Oral iron (mild deficiency)



IV iron therapy (severe deficiency)

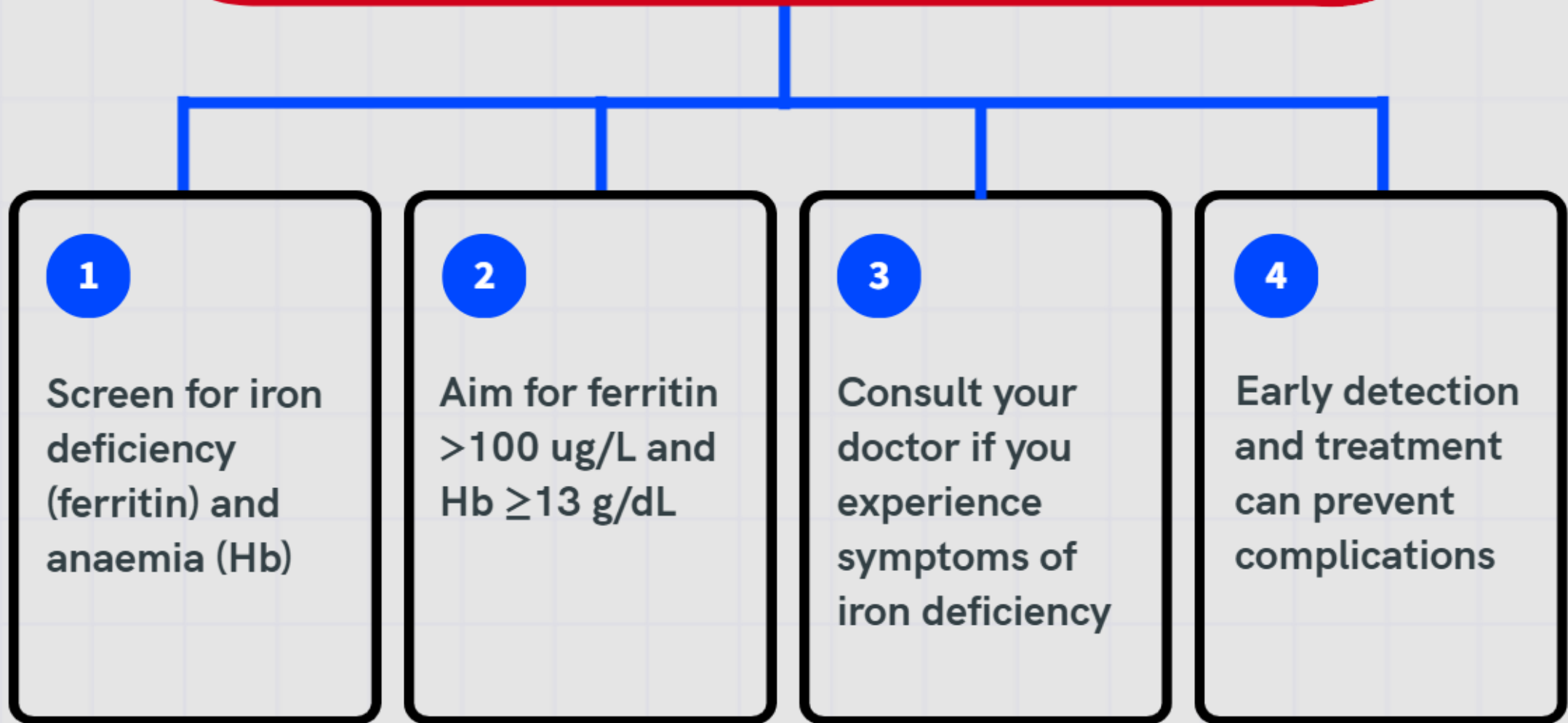


Address underlying causes (e.g. heavy periods, GI losses)



Blood transfusion does NOT correct iron deficiency

Take Charge of Your Blood Health!



**Love your Blood,
Stay Iron Strong!**