

Ora™

IRON-RICH TONIC+

MORE ENERGY • MORE VITALITY
HEALTHY IRON LEVELS • BLOOD HEALTH



Co-created with well-loved Sydney herbalist Erin Lovell Verinder

Easy to absorb and non-constipating

100% vegan and sugar-free

Naturally sweetened with organic glycerol

Suitable for use in children, pregnancy and lactation



Features Ferrochel® Iron bisglycinate which is non-constipating and more effectively absorbed than other types of iron chelate



Contains organic and biodynamic Reishi mushroom, Shatavari, Hawthorn, Rosehips, Nettle, Ginger and Green oats



Practitioner-grade B-vitamins to provide energy and vitality



“Great tasting iron tonic, which is a higher dose of iron than I’ve seen in other liquid formulas. I love the addition of the herbs in there for overall support as well as boosting iron stores. I noticed a change in energy quite quickly after taking this product.”

- Skye



“I was recommended by my TCM to try this tonic to help build my blood and Iron levels. It is truly such a beautiful tonic!! It is so delicious and the herbs are so warming and nourishing... I noticed such an improvement in my energy instantly after taking too!”

- Natalie

Size: 300ml herbal liquid

Dose: Take 20ml (adults) or 10ml (children) daily

Supply: 1 month's supply

- ✓ Made with high quality ingredients at clinically-validated, scientific doses
- ✓ Vegan and cruelty-free formulation
- ✓ Ultra-low excipients
- ✓ Seed-to-shelf transparency

ACTIVE INGREDIENTS	PER ADULT DOSE	PER CHILDRENS' DOSE
Ferrochel® Iron (II) glycinate (bisglycinate) equiv. Iron	100 mg 20 mg	50 mg 10 mg
<i>Asparagus racemosus</i> (Shatavari) root ext. liquid equiv. dry	3 g 1.5 g	1.5 g 0.75 g
<i>Ganoderma lucidum</i> (Reishi) fruiting body ext. liquid equiv. dry	3 g 1.5 g	1.5 g 0.75g
<i>Crataegus oxyacantha</i> (Hawthorn) ext. liquid equiv. dry	2.6 g 1.3 g	1.3 g 0.65 g
<i>Rosa canina</i> (Rosehips) fruit ext. liquid equiv. dry	3 g 1.5 g	1.5g 0.75g
<i>Urtica dioica</i> (Nettle) herb ext. liquid equiv. dry	4 g 2 g	2 g 1 g
<i>Zingiber officinalis</i> (Ginger) root ext. liquid equiv. dry	2 g 1 g	1 g 0.5 g
Green Oats herb ext. liquid equiv. dry	2.4 g 1.2 g	1.2 g 0.6g
Riboflavin sodium phosphate equiv. Riboflavin	10 mg 7.6 mg	5 mg 3.8 mg
Pyridoxine hydrochloride equiv. Pyridoxine	10 mg 8.22 mg	5 mg 4.11 mg

What to Expect with Iron-Rich Tonic+

2-4 weeks: As your body begins to replenish its iron stores, you may start to notice subtle yet powerful shifts. Within the first few weeks, improvements in energy levels, mental clarity, and overall vitality may become apparent. You might feel less fatigued upon waking, experience steadier focus throughout the day, and notice fewer signs of breathlessness or dizziness.

12-16 weeks: True iron restoration takes time. Retesting your iron levels too soon can lead to inaccurate readings, as it takes a minimum of three months for iron stores to rebuild and reflect in bloodwork. Patience is key—give your body the time it needs to absorb, utilise, and integrate the iron before reassessing.

For those who have experienced long-term iron deficiency, deeper replenishment may take longer. Depending on individual needs, ongoing supplementation beyond three months may be necessary to achieve and sustain optimal iron levels. Trust the process, support your body with nutrient-dense foods, and tune in to the gradual but meaningful improvements along the way.

Find Out More

Ferrochel® Iron bisglycinate - is a patented chelated form of non-haem iron that have been shown in studies to deliver enhanced bioavailability benefits. The iron in Ferrochel® is bound to the amino acid glycine, making it is less prone to interference from anti-nutrients and has improved absorption relative to traditional iron salts, such as ferrous sulfate. Additionally, as the iron remains bound to glycine as it moves through the digestive tract, it will not result in constipation or gastric upset as commonly experienced with many iron supplements.

Several studies also demonstrated that this superior bioavailability occurred in the presence of substances common in the diet that normally inhibit non-haem iron absorption (i.e. polyphenols, phytates and tannins). Because of its enhanced absorption, it may be better tolerated and more effective at supporting nutritional dietary intake.

Asparagus racemosus (Shatavari) - the word Shatavari is commonly described as "the woman who acquires 100 husbands". It is the primary Ayurvedic revitalising herb for females. It is a potent general tonic and female reproductive tonic, enhancing fertility and vitality. Known for its adaptogenic, hormone-balancing, and nurturing qualities, Shatavari's phytochemical makeup includes saponins, steroidal glycosides, and flavonoids. These compounds contribute to its medicinal properties, offering anti-inflammatory, antioxidant, and immunomodulatory benefits. Recent research highlights its potential in treating conditions like polycystic ovarian syndrome (PCOS) and menopausal symptoms, with saponins boosting immune function and steroidal glycosides supporting hormonal balance. Flavonoids in Shatavari also play a crucial role in reducing oxidative stress and promoting overall health.

Ganoderma lucidum (Reishi) - known as "Lingzhi" in Chinese and "Reishi" in Japanese, this mushroom has been revered in Traditional Chinese Medicine as the "Mushroom of Immortality" and boasts a rich history of medicinal use over thousands of years. One of the key factors behind Reishi's renowned health benefits lies in its immune-modulating effects. Research suggests that bioactive compounds found in Reishi, such as polysaccharides and triterpenes, interact with the immune system, enhancing its responsiveness and regulating its activity. By modulating immune function, Reishi helps the body adapt to stressors more effectively, which can have profound implications for mental health by alleviating symptoms of stress and anxiety, while promoting a sense of calmness and emotional stability.

Furthermore, Reishi's ability to support blood health and improve iron levels contributes to its holistic therapeutic profile. The mushroom contains bioactive constituents which have been linked to increased production of red blood cells and enhanced oxygen transport in the body. By optimising blood circulation and iron utilisation, Reishi helps combat fatigue and lethargy, fostering greater energy levels and vitality. This dual action on immune function and blood health underscores Reishi's role as a multifaceted adaptogen, offering comprehensive support for both physical and psychological health.

Crataegus oxyacantha (Hawthorn) - boasts a rich history spanning centuries across China and European countries and is revered as the most potent cardio-tonic in Western Herbal Medicine. Hawthorn's efficacy stems from its flavonoid-rich constituents. These compounds enhance muscular traction, widen blood vessels, and augment

coronary blood flow, ultimately bolstering the heart's pumping capacity, making it a useful herb in the treatment of congestive heart failure, irregular heartbeat, blood pressure irregularities, high cholesterol, and atherosclerosis.

Moreover, studies suggest the effects Hawthorn has on the cardiovascular system can enhance the transmission of nerve signals. In clinical studies, this secondary effect has been linked to a reduction in anxiety levels when compared to placebo groups. In Traditional Chinese Medicine, Hawthorn is intricately linked with the liver, stomach, pericardium, and heart meridians. It is considered a remedy that transcends mere physiological support. Through activating the heart meridian, which spans across the chest, Hawthorn is believed to "open the chest," alleviating feelings of anxiety, worry, and intrusive thoughts that burden the heart. Its purported ability to unblock stagnant Qi in the heart fosters the smooth flow of emotions and thoughts while restoring optimal function to both the heart and lungs.

Rosa canina (Rosehip) - this potent fruit, derived from the seeds of the wild rose plant, is primarily known for its high vitamin C content which plays a crucial role in supporting iron production and absorption in the body. The vitamin C found in Rosehips enhances the absorption of non-heme iron (from plant sources) - which is less readily absorbed compared to heme iron (from animal sources) - by reducing it to a more absorbable form in the digestive tract. Vitamin C also helps facilitate the transport of iron across the intestinal mucosa into the bloodstream, reduces iron oxidation which negatively impacts its bioavailability, and aids in the storage of iron in the body by enhancing its uptake into ferritin, a protein that stores iron in tissues for later use.

Urtica dioica (Nettle) - Nettle leaves are a source of iron, is a common weed with extraordinary benefits and has been traditionally used across many cultures for its rich nutrient and medicinal properties. It is rich with flavonoids, lignans, fatty acids, sterols, polysaccharides, an array of vitamins including C, A, B1, B2, E, and K, as well as essential minerals like iron, calcium, and magnesium. Renowned for its anti-inflammatory, anti-rheumatic, and anti-allergic properties, nettle is a potent remedy for conditions such as arthritis and allergies. Traditional texts also celebrate nettle for its powerful ability to build and replenish blood.

Zingiber officinale (Ginger) - has been utilised as a vital tonic for over 5000 years through Ayurvedic and Traditional Chinese Medicine texts. It was first documented in the *Shen Nong Ben Cao Jing*, the oldest surviving Chinese materia medica dating back to circa 100 BC. Modern research has uncovered that ginger contains bioactive compounds such as gingerols and shogaols, which exhibit chelating properties capable of binding with minerals and facilitating their transportation across the intestinal epithelium. This mechanism has demonstrated a remarkable ability to enhance the bioaccessibility of dietary iron by two- to three-fold and improve hematological and iron parameters in anemic patients more effectively than iron therapy alone. Moreover, ginger's regulatory effect on iron extends to preventing hepcidin production to enhance absorption and repressing iron-related parameters to prevent iron overload, further underscoring its significance in iron metabolism regulating properties.



Find Out More (cont'd)

Avena sativa (Green Oats) - which is derived from the aerial parts of oat plants have a rich history of addressing psychotropic concerns like insomnia and anxiety. Rich in bioactive compounds such as terpenes, phenolic acids, and avenanthramides, as well as essential nutrients like iron, these extracts interact with neurotransmitter receptors and modulate cellular signal transduction, potentially enhancing cognitive function. Recent research shows that green oat extract supplementation improves dual-tasking performance and working memory without compromising other cognitive functions, suggesting practical benefits in handling real-world cognitive demands.

Vitamin B2 - Plays a vital role in the conversion of carbohydrates to

ATP in the production of energy. Involved in the electron transport chain and consequently in the synthesis of adenosine triphosphate (ATP), the body's main storage form of energy.

Vitamin B6 - A water-soluble B-vitamin that functions as a coenzyme for more than 100 enzyme reactions, many of which are involved in energy metabolism. Vitamin B6 is essential for breaking down proteins and carbohydrates into their usable forms, and helps convert glycogen (the stored form of glucose) into energy, ensuring a steady supply of fuel for the body's cells. Vitamin B6 is also involved in the synthesis of hemoglobin, the protein in red blood cells that carries oxygen.

Traceable Ingredients

We take pride in selecting only the highest quality ingredients from all over the world and being transparent about the ingredients we use. The active ingredients in Ora Iron-Rich Tonic+™ are sourced from:

Ferrochel® Iron bisglycinate - Manufactured in Ogden, Utah at a state-of-the-art, human-grade, Kosher (KOF-K) certified spraydrying facility.

Organic and biodynamic herbs - Grown and harvested in Oakham, UK, at a certified organic and biodynamic farm that grows and processes over 100 medicinal, aromatic and flavouring herbs, fresh

from their field in their MHRA approved facility. It was the first EU and UK GACP on-farm producer awarded cGMP status.

Vitamin B2 - Produced in South Korea supplied by a ISO 14001, ISO 2000, B-Corp, BRCGS, FEMAS, GMP+, Kosher and Halal certified facility.

Vitamin B6 - Produced in China by a leading manufacturer of B-vitamins and supplied by a ISO 14001, ISO 2000, B-Corp, BRCGS, FEMAS, GMP+, Kosher and Halal certified facility.

How We Make It

We have chosen to use the minimum amount of excipients during our manufacturing process. Ora Iron-Rich Tonic+™ contains the following added substances: Glycerine and purified water.

No added yeast, soy, added sugars, lactose, gluten, artificial colourings, dairy, or animal products.

Co-Creating Wellness™


Ora recommends a holistic approach in combination with Iron-Rich Tonic+™. Try the following to enhance results:

- Take iron-rich foods and supplements at least two hours away from tea and coffee to avoid competing for absorption.
- Supplement additionally with *Lactobacillus plantarum* 299v alongside your iron supplements to enhance absorption.
- Include red-coloured foods like goji berries, red dates, and beetroot in your diet to nourish and replenish the blood.
- Include vitamin A-rich foods such as sweet potatoes, carrots and spinach in your diet to support the absorption of plant-based iron.
- Address underlying causes such as hormone imbalances (e.g. heavy menstruation), untreated systemic inflammation or poor gut health.
- Exercise regularly to increase oxygen demand and stimulate the production of haemoglobin.

Combines Well With

- Ora Organic Greens Superpowder+™
- Ora Hormonal Balance™



 **Scan me to learn more about Iron-Rich Tonic+™**