Prenatal Multi

- The most complete Prenatal Multi on the market.
- Available in 3 options: Powder, Capsules (8 capsules per day), and Essentials (3 capsules per day).
- Needed offers options for all stages and preferences.

Who Is It For

- Before, during, after pregnancy— and beyond.
- We recommend pairing our Prenatal Multi with our Omega-3, Pre/Probiotic, and Collagen to help meet your (and your baby's) optimal micronutrient, microbiome, and amino acid needs. These are all bundled in our Complete Plan.

Why Take It

- 95% of women are deficient in at least one key nutrient (such as choline and vitamin D).
- Supports nutrient levels, baby's healthy growth and development; mother's health, hormone balance, energy, fertility, and postpartum recovery and nutrient repletion; breastmilk nutrient content.

How It Is Different

- Optimal nutrient dosages - like 4,000 IUs (100 mcg) of Vitamin D3 and 400 mg Choline.
- Forms your body can best utilize (methylated B vitamins, chelated minerals)
- A comprehensive selection of vitamins, minerals, and botanicals—26 in total (23 in Essentials)
- Formulated by perinatal practitioners based on the latest clinical research and testing thousands of women's levels to know what's needed.

Needed Standard

You won't find: unnecessary fillers, poor nutrient forms, unsustainably sourced ingredients (like Vegan D3), high heavy metal loads, and nutrients better taken separately, including Omega-3 and Iron.

Starting At

$27.99 (capsules) and $48.99 (powder)
Prenatal Pre/Pro

Clinically-studied spore-forming and non-spore-forming probiotics, prebiotics, and polyphenols to support key perinatal needs like gut microbiome, vaginal balance, digestive comfort and regularity, and iron absorption.

Who Is It For

• Before, during, after pregnancy— and beyond.
• The targeted strains support both mother and baby.

Why Take It

• A strong and healthy microbiome (digestive tract, skin, and vagina) is needed for a healthy pregnancy, and to set your baby on a path of optimal health.
• While pre/probiotics can be obtained from food, it is not enough, especially in the perinatal stage.
• Your body requires a variety of strains in meaningful amounts.

How It Is Different

• Formulated in partnership with leading perinatal and microbiome experts.
• The forms are able to survive transit through the acidic environment of the stomach and colonize the intestines and vagina.
• Strains were chosen to cultivate healthy vaginal and gut microbiomes; support optimal maternal and infant immune function; help balance mood; optimize digestion; and support healthy blood sugar.
• The prebiotics are gentle on the gut and enhance the growth of healthy bacteria.
• Includes Lactoferrin, a prebiotic that supports iron absorption, and gut and immune health.

Needed Standard

• Every batch is third-party tested; strains chosen are clinically studied and support key perinatal needs.

Starting At

$41.99

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**Prenatal Omega-3**

- High potency, clean, and sustainable Omega-3 (DHA+EPA)
- Available in 3 options: Omega-3+ Vegan (Microalgae), Omega-3 Softgel (Fish Oil), Omega-3 Gummy (coming soon!)

**Who Is It For**

- Before, during, after pregnancy— and beyond.
- For men and women seeking a radically better Omega-3.

**Why Take It**

- 95% of women are deficient in Omega-3.
- Pregnant women often have a very high unmet need for DHA and EPA.
- Omega-3s are crucial for the healthy neurological and visual development of a baby.
- Omega-3 is essential to male fertility.

**How It Is Different**

- Omega-3 Softgel
  - Goes beyond bare minimum dosages.
  - Delivers a high potency dose of 1000mg DHA and 1000mg EPA (per 4 gel caps).
  - Designed specifically to avoid unpleasant taste, smell, and fish burps.
  - Shelf stable.
  - Friend of the Sea Certified, Clean Label Project Purity and Pesticide Free Award.
- Omega-3+ Vegan
  - 500mg of Omega-3 (DHA+EPA), 100mg of Choline, 10mg of Lutein, and 2mg of Zeaxanthin.
  - Sustainably and cleanly-sourced from microalgae.
  - Clean Label Project Purity and Pesticide Free Awards.

**Needed Standard**

- The ratio and dosage were selected by a team of perinatal practitioners and researchers to optimize uptake.
- We worked with leaders in the dietary supplement space to source the highest-quality fish oil, packaged in an innovative, plant-based soft gel.

**Starting At**

$34.99

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Cognitive Support

9 targeted nootropic and botanical ingredients support focus and attention, brain health and memory, and alleviate brain fog and eye fatigue.

Who Is It For

- General women's health, including before and after pregnancy.
- Safe for nursing.
- NOT intended for pregnancy.

Why Take It

- The mental load on women is heavy and takes a toll on cognitive function.
- Supports concentration, focus, attention, brain fog, and memory.

How It Is Different

- Safe for breastfeeding.
- Effective - 92% of women saw an improvement in cognitive function while taking it.*
- Includes shorter and longer acting ingredients.

Starting At

$45.49

*Based on a Needed in-market study of 90 women over a 4-week period.

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CoQ10

- CoQ10, in the active, antioxidant form Ubiquinol.
- Optimally dosed at 200mg per softgel.

Who Is It For

- Women trying to conceive OR women who want to conceive one day (egg freezing), especially women 35+.
- Any woman or man wanting to be proactive about future family planning.

Why Take It

- CoQ10 supports egg and sperm quality and related fertility outcomes.
- CoQ10 also supports energy production, cellular integrity, heart health, and metabolism.
- Levels of CoQ10 in the body decline with age, starting around the age of 30.

How It Is Different

- A high-potency serving in a single softgel.
- In the active form, Ubiquinol, which accounts for over 90% of the CoQ10 in the body.
- The more common supplement form, Ubiquinone, must be converted to Ubiquinol before it’s absorbed.

Starting At

$34.99
Digestive Enzymes

14 clinically-backed digestive enzymes that support the optimal digestion of proteins, carbohydrates, fats, as well as sensitive foods like dairy, gluten, and legumes.

Who Is It For

Before, during, after pregnancy— and beyond.

Why Take It

- Many women don't produce enough digestive enzymes.
- Pregnancy and nursing, along with stress and eating on-the-go, exacerbate digestive challenges.
- The perinatal stages are nutritionally demanding and optimal nutrient absorption is needed.

Starting At

$34.99
Egg Quality Support

Four targeted and optimally-dosed antioxidants to improve egg quality and support related fertility outcomes.

Who Is It For

- Women trying to conceive OR women who want to conceive one day (egg freezing), especially women 35+.
- Any woman wanting to be proactive about future family planning.

Why Take It

At any age (and especially 35+), there is a significant opportunity to influence egg cell quality, which can impact fertility outcomes and the health of future children.

How It Is Different

- It does not contain overlapping ingredients you’ll find in a prenatal (like Folate) which can lead to dosages beyond what’s optimal.
- It is SAFE for pregnancy and breastfeeding.
- It contains optimal levels of potent and targeted antioxidants.
- It offers flexible dosing that can be tailored to your needs and timeline.

Starting At

$27.99

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Prenatal Collagen Protein

Grass-fed, hydrolyzed, and sustainably sourced Collagen Peptides

Who Is It For

- Before, during, after pregnancy— and beyond.
- For men seeking a radically better Collagen.

Why Take It

- Most women aren’t meeting their amino acid (building blocks of protein) needs.
- Collagen provides the unique amino acids, glycine and proline, that are needed in higher amounts during pregnancy.
- Collagen supports healthy joints, pelvic floor tissue, skin elasticity, and postpartum hair and healthy glow.

How It Is Different

- Ethically sourced from the hides of grass-fed, pasture-raised, hormone-free bovines.
- It’s neutral flavor goes unnoticed and easily mixes into food and drinks.
- Third-party testing on every batch, with transparency. We’ll show you the results.

Starting At

$34.99

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Hydration Support

- A powdered electrolyte & trace minerals supplement, lightly sweetened with only real fruit.
- Available in lemon, lime, and grapefruit.

Who Is It For

Before, during, after pregnancy— and beyond.

Why Take It

- During pregnancy you lose more electrolytes and trace minerals than at any other time.
- Supports optimal fluid balance and electrolyte levels.
- Supports breastmilk supply.

How It Is Different

- Safe for pregnancy and breastfeeding.
- Optimal electrolyte and trace mineral ratios.
- Sweetened only with real fruit - NO sugar or stevia.
- No natural or artificial flavors or colors.

Starting At

$31.49
Immune Support

- Includes Zinc, Elderberry, Prebiotics, and Postbiotics in optimal forms and dosages that are clinically-studied, safe, and effective.

Who Is It For

Safe and effective for adults, kids, pregnancy, and nursing.

Why Take It

- Kids get sick on average 6-12 times a year.
- Support immune health during pregnancy, when supplement options are limited.
- 70% of the immune system resides in the gut, so comprehensive support is needed.

How It Is Different

- Safe for pregnancy and breastfeeding.
- It’s one convenient product for the whole family.
- It has no added sugar.

Starting At

$39.89

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Sleep+Relaxation Support

A pregnancy-safe powder with 3 forms of magnesium, L-Theanine, L-Glycine, and chamomile.

Who Is It For
Before, during, after pregnancy— and beyond.

Why Take It
- Sleep challenges are common during pregnancy and leading into perimenopause/menopause.
- Promotes optimal sleep quality, relaxation, and overall cognitive health.

How It Is Different
- Safe for pregnancy and breastfeeding.
- Science backed dosages.
- Does not contain melatonin.

Starting At
$34.99
Stress Support

A targeted blend of 6 pure and potent adaptogenic and nervine botanicals.

Who Is It For

- General women's health, including before and after pregnancy.
- Safe for nursing.
- NOT intended for pregnancy.

Why Take It

- Nourishes and supports the central nervous system.
- Supports mood, energy, hormone balance, and overall well-being to help you feel your best.

How It Is Different

- Safe for breastfeeding.
- Specific to women's health and the perinatal stage.
- Formulated with adaptogens and botanicals traditionally used in Ayurveda, Chinese medicine, and herbalism.

Starting At

$34.99

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Vitamin D3/K2

Easy-to-take D3/K2 capsules that are small in size and can be flexibly dosed to meet your unique needs.

Who Is It For

- Before, during, after pregnancy— and beyond.
- For those who need additional support to hit optimal blood levels.

Why Take It

- Supports optimal fertility, immune function, bone development, breastmilk levels of vitamin D3, and postpartum recovery.
- Some mamas need more Vitamin D3/K2 due to genetics, diet, geography, life stage (including while breastfeeding) or other factors.

How It Is Different

- Include K2, which works synergistically with vitamin D3
- Small capsule size.
- Includes 2000 IUs (50 mcg) per capsule.

Starting At

$13.99

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Prenatal Choline

250mg of Choline L(+) Bitartrate
VitaCholine™ to help you meet your daily needs.

Who Is It For

• Before, during, after pregnancy — and beyond.
• For those taking a prenatal without choline or minimal amounts of choline (<400 mg).
• Those who need additional support to hit optimal intakes.

Why Take It

• 95%+ of women are not meeting their Choline needs.
• Research suggests that upwards of 900mg of Choline in pregnancy supports optimal perinatal and infant health outcomes.
• Choline supports baby’s neural tube formation and cognitive development, as well as a mother’s healthy metabolism, blood pressure, and mood.

How It Is Different

• One of the only Choline supplements available for perinatal health.
• Optimal form and dosage to help you meet increased needs.

Starting At

$13.99

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Prenatal Iron

A bioavailable and well-tolerated Iron (Ferrous Bisglycinate) to support optimal Iron levels.

Who Is It For
Those who need additional supplementation to hit optimal blood levels.

Why Take It
- Supports blood volume expansion and healthy iron levels.
- Additional iron may be necessary during pregnancy and postpartum, but it’s best taken away from your Prenatal Multi.

How It Is Different
- Our Iron is bound to Glycine for better absorption and digestive comfort.
- 13.5mg per capsule, so you can easily tailor your dosage to meet your needs.

Starting At
$13.99

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# Sperm Support+

Targeted and clinically studied ingredients – pre and probiotics, antioxidants, and botanicals – for a whole body approach to male fertility.

## Who Is It For
- Men who are thinking of or trying to conceive.
- Men in the dad years and beyond.

## Why Take It
- Sperm health matters—Fertility is not a one sided issue.
- Sperm health is on the decline.
- Nutrition can improve sperm health and related fertility outcomes.

## How It Is Different
- Targeted support for the gut health/sperm health connection.
- Supports sperm health, testosterone levels, and microbiome balance.
- Clinically studied botanicals to support testosterone levels and vitality.

## Starting At
- $41.99
Women’s Multi

A radically better Women’s Multi with 23 optimal nutrients for women's health and hormone balance.

Who Is It For

Women's health before and beyond the perinatal years.

Why Take It

- 95% of women aren't meeting their nutrition needs through food alone.
- Supplementation is needed to fill in the gaps.
- Supports energy, hormone balance, thyroid health, a healthy immune response, and optimal overall health.

How It Is Different

- Optimal forms and dosages including methylated B vitamins, 2000 IUs Vitamin D, and 200 mcg selenium.
- NO unnecessary fillers, poor nutrient forms, unsustainably-sourced ingredients (like Vegan D3), high heavy metal loads.
- Third-party testing on every batch.

Starting At

$27.99
Men’s Multi

A radically better Men's Multi with 25 optimal nutrients for fertility and men's health.

Who Is It For

- Men who are thinking of or trying to conceive.
- Men in the dad years and beyond.

Why Take It

- Nutritional deficiencies can compromise everything from libido and sperm health, to brain function and hair coverage.
- Supports healthy immune system, energy and nervous system health, and supports sperm and prostate health.

How It Is Different

- Optimal forms and dosages including methylated B vitamins, 2000 IU (50 mcg) Vitamin D, and 30 mg zinc.
- NO unnecessary fillers, poor nutrient forms, unsustainably-sourced ingredients (like Vegan D3), high heavy metal loads.
- Third-party testing on every batch.

Starting At

$34.99