

needed.®

This guide is intended as a helpful resource in talking to your health practitioner about the benefits of Needed's Prenatal Multis.

Needed.® is a nutrition company on a mission to empower real nourishment in women on their motherhood journey. We work directly with health practitioners and researchers to offer science-backed products and education. Learn more at thisisneeded.com. If you have questions, drop us a note at practitioners@thisisneeded.com.



Existing prenatals aren't cutting it.

- ✓ 97% of mamas-to be take a prenatal supplement¹, yet 95% are deficient in key nutrients²
- ✓ Most prenatals provide inadequate nutrient amounts (RDAs and % Daily Values set to avoid disease conditions, not support optimal health) and tough-to-absorb forms
- ✓ This impacts everything from mamas fertility, wellbeing in pregnancy, and recovery postpartum

A better prenatal to support optimal health is needed.

- ✓ Vitamins, minerals, and botanicals selected and dosed to fully nourish both mama and baby versus meet minimum requirements, unlike most prenatals
- ✓ Powder and capsule versions to fit your needs
- ✓ Expertly formulated in partnership with naturopathic and functional medicine doctors, other health practitioners, and researchers
- ✓ Every batch is third-party tested



baby's healthy development and growth



mama's hormone balance, energy, and immunity



breastmilk nutrient content



mama's postpartum recovery



mama's fertility and health for years to come

"I'm one of the naturopathic doctors that worked directly with Needed in creating these prenatals. It is so incredibly needed. We spent almost three years vetting every nutrient form, dose, and ingredient supplier to offer the most nourishing product. I'm excited to finally offer my patients and, the community of mamas and mamas-to-be, a prenatal without any compromise."

– DR. LEAH GORDON, NATUROPATHIC DOCTOR

Wondering which of our Prenatal Multis is right for you?

Needed Prenatal Multi Powder



Needed Prenatal Multi Capsules

- ✓ Vanilla-flavored, slightly sweet powder. Mixes into smoothies, lattes, oatmeal, and yogurt.
- ✓ 24 vitamins and minerals in optimal forms and dosages including:

Choline
550mg

Magnesium
400mg

Calcium
400mg

Vitamin C*
500mg

* encapsulated in plant-based beadlets for optimal absorption and nutrient protection

+20 other complete vitamins and minerals

- ✓ No pill fatigue. Easy to take in all trimesters.
- ✓ Easily absorbed, no capsules to break down. No unwanted additives.
- ✓ Expertly-formulated. Third-party batch-tested.

- ✓ 8 daily capsules. Perfect for those that prefer pills, or for days you don't make smoothies.
- ✓ 24 vitamins and minerals in optimal forms, and supportive dosages including:

Choline
400mg

Magnesium
200mg

Calcium
200mg

Vitamin C*
500mg

* non-encapsulated

+20 other complete vitamins and minerals

- ✓ No unwanted additives, clean plant-based capsules.
- ✓ Expertly-formulated. Third-party batch-tested.

We leverage optimal forms and dosages including:

1,500mcg each of the active and inactive forms of Vitamin A (Retinyl Palmitate and Beta Carotene)

- ✓ Vitamin A plays a critical role in fertility, fetal development, preventing pregnancy complications, and supporting postpartum recovery.
- ✓ Many women avoid the “active” forms of Vitamin A, like Retinyl Palmitate, in pregnancy and instead take just Beta Carotene, a less “usable” form. This caution exists because Vitamin A is a fat soluble nutrient which means that it is not readily eliminated and can bioaccumulate. However, we think instructions to entirely avoid Retinyl Palmitate are misguided. Though toxicity can occur at very high levels³, avoidance of Retinyl Palmitate has led to a high rate of Vitamin A deficiency in pregnancy and in newborns, which can be damaging as well.⁴

4,000IU Vitamin D3

- ✓ Vitamin D plays a critical role in fertility, fetal development, and preventing pregnancy complications.
- ✓ Studies suggest 90% of women are deficient⁷ and 50% of women are critically deficient, even in those taking a prenatal vitamin,⁸
- ✓ A double blind, randomized clinical trial found that Vitamin D supplementation of 4,000 IU/day for pregnant women was safe and most effective in achieving sufficiency in all women and their neonates regardless of race.⁹

918mcg Methylated Folate

- ✓ Supplementation of folate is universally recommended for preventing pregnancy complications.
- ✓ 40 to 60% of women carry a gene variant, MTHFR, that prevents the conversion of Folic Acid into the methylated form usable by the body.¹⁰ Even for those without an MTHFR issue, Folic Acid bioaccumulates in the body and unmetabolized Folic Acid can be harmful.¹¹
- ✓ While too little Folate can lead to mood imbalances, so can too much Folate. Folate epigenetically modifies the expression of serotonin membrane transport proteins resulting in increased serotonin reuptake and lower serotonin activity.¹² This is why we have carefully chosen the dose and form we have.

550mg or 400mg Choline

- ✓ Choline plays a critical role in fetal development, preventing pregnancy complications, and supporting postpartum recovery.
- ✓ 95%+ of pregnant mamas aren't meeting their needs for Choline.¹⁵
- ✓ Needed's Prenatal Multi powder is the first prenatal to provide the full RDA. Needed's capsules are still very supportive, as most prenatal vitamins come with just 55mg of less.¹⁶
- ✓ Many studies suggest Choline intake above 930mg per day is optimal. On average, pregnant mamas consume just 320mg of Choline in their diet.¹⁷

500mg Vitamin C

- ✓ Delivered in plant-based beadlets for optimal nutrient absorption and protection⁵
- ✓ Supports immune function, healthy energy levels, and collagen production for healthy connective tissues and skin⁶

100mcg each of the two active forms of Vitamin B12 (Adenosyl and Methylcobalamin)

- ✓ Methylcobalamin and Adenosylcobalamin are two active coenzyme forms that are readily usable by the body. Adenosylcobalamin specifically supports energy at the mitochondrial level as well as supports a healthy metabolism. It is often missing in prenats.
- ✓ Vitamin B12 is a great example of a nutrient with too low of an RDA. The Vitamin B12 RDA for pregnant and nursing mothers is 2.6 mcg and 2.8 mcg, respectively. A study from The Journal of Nutrition, suggests that recommended dosages should be 3x higher than the RDA in the bioactive or readily usable form (methylcobalamin or adenosylcobalamin).¹³ Other research suggests that dosages should be almost 200x higher at 500 mcg.¹⁴ Many of the practitioners we work with regularly dose at this level.
- ✓ We choose 200mcg as a highly supportive, but also a highly safe dose for all mamas. Many mamas may benefit from more. However, a recent study found a relationship between pregnant women with high serum B12 levels and an increased risk for autism in their children. We think this is likely associated with i) Cyanocobalamin, the more common (cheap and man-made) form of B12 that requires additional processing for safe removal from the body (similar to Folic Acid) and/or ii) that high serum B12 isn't directly related to B12 consumption. Instead, B12 isn't getting into the cells appropriately leading to higher serum levels, as high serum B12 is often a sign of chronic inflammation.

400mg or 200mg Magnesium Bisglycinate

- ✓ Magnesium supports healthy blood pressure, improves sleep quality, and many common pregnancy discomforts including back pain, nausea, and headaches.
- ✓ 50% of mamas don't meet the RDA.¹⁸
- ✓ Magnesium BisGlycinate is a mineral chelate where the magnesium is bound to two glycine amino acids. This form is better absorbed and gentler to digest than other forms of Magnesium.

Excluding added Iron, Boron, and Omega-3 (DHA + EPA)

- ✓ Iron needs vary significantly by individual. Iron should be taken separately based on a women's unique situation. For this reason, Needed offers iron as a separate product.
- ✓ Most mamas consume enough Boron, and too much is harmful.¹⁹
- ✓ For optimal absorption and nutrient protection we created a separate Omega-3 (DHA + EPA).

In selecting these dosages and forms, together with our practitioner partners, we reviewed:

1. peer reviewed, published research,
2. the clinical practice of health practitioners that regularly check nutrient levels,
3. the physiological mechanisms of nutrient usage, meaning how a particular nutrient form is actually used and stored by the body,
4. traditional healing practices used across cultures for thousands of years (instead of just following the RDAs),
5. and, we vetted hundreds of suppliers and manufacturers, and did extensive sampling to create the optimal prenatal for you.

Our Products Work Best Together.

We designed our Prenatal Multi to be taken with our Omega-3, Collagen Protein, and Pre/Probiotic. Together, these products optimally nourish mama and baby before, during, and after pregnancy – and beyond.

Interested in sharing Needed?

We offer a Practitioner Partners referral program that rewards practitioners and their communities for prioritizing better nutrition. To learn more, visit thisisneeded.com/pages/practitioner.

REFERENCES

¹ March-of-Dimes Prenatal Health and Nutrition Survey, September 2017

² Numerous studies including: The Nurses' Health Study, 2010

³ The WHO says 10,000IU (equivalent to 3,000mcg) a day of the active form of Vitamin A is the upper limit. However, other research suggests that no risk has been observed at 30,000IU/9,000mcg a day. Beta Carotene does not apply towards the upper limit, as there is no research to suggest that Beta Carotene can cause Vitamin A toxicity.

⁴ Numerous studies including: Lakshmy, R. Metabolic syndrome: Role of maternal undernutrition and fetal programming. *Rev Endocr Metab Disord* 14, 229-240 (2013). <https://doi.org/10.1007/s11154-013-9266-4>

⁵ VidaSpheres®: a clean label, sustained release beadlet technology licensed exclusively by Nutracode, LLC

⁶ Linus Pauling Institute

⁷ Many practitioners in our community prefer to see levels closer to 50 - 80 nmol/L and even in Southern California see deficiency rates upwards of 90% for women that do not appropriately supplement with Vitamin D.

⁸ Critically deficient defined here as 37.5 -80 nmol/L or less of serum 25-hydroxyvitamin D (circulating Vitamin D in the body and the best measure of Vitamin D supply) from: Bodnar, Lisa M et al. "High prevalence of vitamin D insufficiency in black and white pregnant women residing in the northern United States and their neonates." *The Journal of nutrition* vol. 137,2 (2007): 447-52. doi:10.1093/jn/137.2.447

⁹ Hollis, Bruce W et al. "Vitamin D supplementation during pregnancy: double-blind, randomized clinical trial of safety and effectiveness." *Journal of bone and mineral research : the official journal of the American Society for Bone and Mineral Research* vol. 26,10 (2011): 2341-57. doi:10.1002/jbmr.463

¹⁰ Greenberg, James A, and Stacey J Bell. "Multivitamin Supplementation During Pregnancy: Emphasis on Folic Acid and L-Methylfolate." *Reviews in obstetrics & gynecology* vol. 4,3-4 (2011): 126-7

¹¹ Pfeiffer, Christine M et al. "Unmetabolized folic acid is detected in nearly all serum samples from US children, adolescents, and adults." *The Journal of nutrition* vol. 145,3 (2015): 520-31. doi:10.3945/jn.114.201210

¹² The Walsh Research Institute

¹³ Bae, Sajin et al. "Vitamin B-12 Status Differs among Pregnant, Lactating, and Control Women with Equivalent Nutrient Intakes." *The Journal of Nutrition*, vol. 145,7 (2015): 1507-1514

¹⁴ <https://www.b12-vitamin.com/daily-requirement/>

¹⁵ Raghavan R, Riley AW, Volk H, et al. Maternal Multivitamin Intake, Plasma Folate and Vitamin B12 Levels and Autism Spectrum Disorder Risk in Offspring. *Paediatr Perinat Epidemiol.* 2018;32(1):100-111. doi:10.1111/ppe.12414

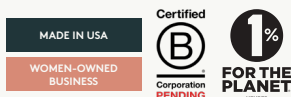
¹⁶ The Nurses' Health Study, reported in 2010

¹⁷ Balchem

¹⁸ Balchem

¹⁹ Jama 2019

²⁰ Pahl, M V et al. "The effect of pregnancy on renal clearance of boron in humans: a study based on normal dietary intake of boron." *Toxicological sciences : an official journal of the Society of Toxicology* vol. 60,2 (2001): 252-6. doi:10.1093/toxsci/60.2.252



Prenatal Multi Powder

Supplement Facts

Serving Size 1 Scoop (13.2 g)
Servings Per Container about 30

	Amount Per 1 Scoop Serving	% Daily Value Pregnancy
Calories	25	
Total Fat	1 g	1%†
Total Carbohydrate	3 g	1%†
Vitamin A (as 50% beta-carotene, 50% retinyl palmitate)	1500 mcg	115%
Vitamin C (as ascorbic acid, VidaSpheres® Beadlet Technology)	500 mg	417%
Vitamin D (D3 as cholecalciferol)	100 mcg (4000 IU)	667%
Vitamin E (from mixed tocopherols)	30 mg	158%
Thiamin (Vitamin B1 as thiamine hydrochloride)	5 mg	357%
Riboflavin (Vitamin B2 as 50% riboflavin 5-phosphate, 50% riboflavin)	20 mg	1,250%
Niacin (Vitamin B3 as niacinamide)	25 mg	139%
Vitamin B6 (as pyridoxal 5-phosphate)	40 mg	2,000%
Folate (as L-methylfolate, glucosamine salt, Quatrefolic®)	918 mcg DFE (551 mcg folate)	153%
Vitamin B12 (as 50% adenosylcobalamin, 50% methylcobalamin)	200 mcg	7,140%
Biotin	350 mcg	1,000%
Pantothenic acid (as calcium D-pantothenate)	150 mg	2,140%
Choline (as choline bitartrate, VitaCholine™)	550 mg	100%
Calcium (as calcium malate, DimaCal™)	400 mg	31%
Iodine (as potassium iodide)	290 mcg	100%
Magnesium (as magnesium bisglycinate TRAACS™)	400 mg	100%
Zinc (as zinc bisglycinate TRAACS™)	25 mg	192%
Selenium (as L-selenomethionine)	200 mcg	286%
Copper (as copper bisglycinate TRAACS™)	1 mg	77%
Manganese (as manganese bisglycinate TRAACS™)	5 mg	192%
Chromium (as chromium picolinate)	120 mcg	267%
Molybdenum (as molybdenum glycinate chelate TRAACS™)	100 mcg	200%
Sodium (from salt)	65 mg	3%
Potassium (as potassium citrate)	100 mg	2%
Mixed Tocopherols (from rapeseed)	67 mg	**
d-alpha-tocopherol	30 mg	**
d-beta-tocopherol	0.4 mg	**
d-gamma-tocopherol	36 mg	**
d-delta-tocopherol	0.6 mg	**
Vitamin K2 (as menaquinone-7 K2VITAL® Delta)	90 mcg	**
Needed.® Organic Antioxidant Blend (High ORAC)	100 mg	**
Grape, Cranberry, Pomegranate, Blueberry, Apple, Mangosteen (<i>Garcinia mangostana</i>), Bilberry, Chokeberry (<i>Aronia arbutifolia</i>), Goji Berry		

† Percent Daily Value based on a 2,000 calorie diet.

** Daily Value not established.

OTHER INGREDIENTS: CITRIC ACID, MEDIUM CHAIN TRIGLYCERIDES FROM ORGANIC COCONUT OIL, ACACIA FIBER, NATURAL VANILLA FLAVOR, SALT, MODIFIED TAPIOCA STARCH, MONK FRUIT EXTRACT, CELLULOSE, CELLULOSE-WAX, SUNFLOWER OIL AND ANNATTO.

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DimaCal™ and TRAACS™ are trademarks of Albion Laboratories, Inc. K2VITAL is a registered Trademark of Kappa Biosciences, Norway.

Prenatal Multi Capsules

Supplement Facts

Serving Size 8 Capsules
Servings Per Container 30

	Amount Per 8 Capsule Serving	% Daily Value Pregnant Women & Lactating Women
Vitamin A (as 50% beta-carotene, 50% retinyl palmitate)	1500 mcg	115%
Vitamin C (as ascorbic acid)	300 mg	250%
Vitamin D (D3 as cholecalciferol)	100 mcg (4000 IU)	667%
Vitamin E (from mixed tocopherols)	30 mg	158%
Thiamin (Vitamin B1 as thiamine hydrochloride)	5 mg	357%
Riboflavin (Vitamin B2 as 50% riboflavin 5-phosphate, 50% riboflavin)	20 mg	1,250%
Niacin (Vitamin B3 as niacinamide)	25 mg	139%
Vitamin B6 (as pyridoxal 5-phosphate)	40 mg	2,000%
Folate (as L-methylfolate, glucosamine salt, Quatrefolic®)	918 mcg DFE (551 mcg folate)	153%
Vitamin B12 (as 50% adenosylcobalamin, 50% methylcobalamin)	200 mcg	7,140%
Biotin	350 mcg	1,000%
Pantothenic acid (as calcium D-pantothenate)	150 mg	2,140%
Choline (as choline bitartrate, VitaCholine™)	400 mg	73%
Calcium (as calcium malate, DimaCal™)	200 mg	15%
Iodine (as potassium iodide)	290 mcg	100%
Magnesium (as magnesium bisglycinate TRAACS™)	200 mg	50%
Zinc (as zinc bisglycinate TRAACS™)	25 mg	192%
Selenium (as L-selenomethionine)	200 mcg	286%
Copper (as copper bisglycinate TRAACS™)	1 mg	77%
Manganese (as manganese bisglycinate TRAACS™)	5 mg	192%
Chromium (as chromium picolinate)	120 mcg	267%
Molybdenum (as molybdenum glycinate chelate TRAACS™)	100 mcg	200%
Potassium (as potassium citrate)	100 mg	2%
Mixed Tocopherols (from rapeseed)	67 mg	**
d-alpha-tocopherol	30 mg	**
d-beta-tocopherol	0.4 mg	**
d-gamma-tocopherol	36 mg	**
d-delta-tocopherol	0.6 mg	**
Vitamin K2 (as menaquinone-7 K2VITAL® Delta)	90 mcg	**
Needed.® Organic Antioxidant Blend (High ORAC)	100 mg	**
Grape, Cranberry, Pomegranate, Blueberry, Apple, Mangosteen (<i>Garcinia mangostana</i>), Bilberry, Chokeberry (<i>Aronia arbutifolia</i>), Goji Berry		

** Daily Value not established.

OTHER INGREDIENTS: MODIFIED CELLULOSE (VEGETARIAN CAPSULE) AND L-LEUCINE.

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