

Press  
Release

# Vifor Pharma raises awareness on Iron Deficiency Day 2019 for people around the world to take iron seriously

- For a fifth consecutive year, Iron Deficiency Day aims to inform about the impact and symptoms of iron deficiency
- Iron Deficiency Day 2019 encourages people to *'take iron seriously'*
- Supported by the European Kidney Health Alliance, The Heart Failure Policy Network and the Anaemia Community focused on the impact of iron deficiency on women's health, chronic heart failure and kidney disease

**St Gallen, 26 November 2019:** Iron Deficiency Day is an international event which raises awareness of the serious impact of iron deficiency and iron deficiency anaemia.<sup>1</sup>

Since its launch in 2015, Iron Deficiency Day has aimed to educate people globally about the importance of iron for the body and what can happen if iron levels are not properly managed. It encourages people to become better informed and take control over their health.

Iron deficiency and iron deficiency anaemia is estimated to affect one in three people worldwide<sup>2</sup>, yet despite the serious consequences and high prevalence of iron deficiency,<sup>3</sup> it is still an under-recognised condition.

Stefan Schulze, President of the Executive Committee and COO from Vifor Pharma said: "At Vifor Pharma we strive to help patients around the world lead better and healthier lives. We are very proud that we are able to join forces with The Heart Failure Policy Network, European Kidney Health Alliance and the Anaemia Community to raise global awareness of the serious health problems associated with iron deficiency and iron deficiency anaemia."

Iron deficiency, with and without anaemia, can be debilitating and exacerbate underlying chronic diseases, leading to increased morbidity and mortality.<sup>4</sup> The symptoms of iron deficiency can manifest in different ways; they are hard to determine and can be associated with a number of other health conditions<sup>4,5</sup>, but common symptoms include:

- Fatigue
- Pale skin
- Brittle nails
- Inability to concentrate

Iron Deficiency Day 2019 has a particular focus on the importance of iron deficiency in women's health, and the connection between iron deficiency and chronic heart failure.

Ed Harding of the European Heart Failure Policy Network said: "Iron deficiency in conditions such as heart failure is a very serious problem; in Europe 50% of CHF Patients have some form of iron deficiency<sup>6</sup>. Iron Deficiency Day has an important role in raising awareness of these conditions and helping people to understand their symptoms, seek a proper diagnosis, and ultimately receive the correct treatment."

For more information visit the Iron Deficiency Day website at [www.IronDeficiencyDay.com](http://www.IronDeficiencyDay.com) and follow on Instagram and on Twitter, using the hashtags #IDD2019 #TakeIronSeriously #IronDeficiency #IronMatters.

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**Vifor Pharma Group** is a global pharmaceuticals company headquartered in Switzerland. It aims to become the global leader in iron deficiency, nephrology and cardio-renal therapies. The company is the partner of choice for pharmaceuticals and innovative patient-focused solutions. Vifor Pharma Group strives to help patients around the world with severe and chronic diseases lead better, healthier lives. The company develops, manufactures and markets pharmaceutical products for precision patient care. Vifor Pharma Group holds a leading position in all its core business activities and consists of the following companies: Vifor Pharma; Vifor Fresenius Medical Care Renal Pharma (a joint company with Fresenius Medical Care); Relypsa; and OM Pharma. Vifor Pharma Group is listed on the Swiss Stock Exchange (SIX Swiss Exchange, VIFN, ISIN: CH0364749348). For more information, please visit [viforpharma.com](http://viforpharma.com).

### Notes to Editors

#### [www.IronDeficiencyDay.com](http://www.IronDeficiencyDay.com)

The site features all the campaign materials including the symptom cartoon characters, Symptom Checker which will use animations to explain the most common effects of iron deficiency and iron deficiency anaemia in order to educate people in recognising the condition and seek help. In addition patient testimonials and links to social media are also available.

As well as in English, the Iron Deficiency Day website is available in German, French, Spanish, Greek, Romanian, Russian, Arabic, Portuguese, and Italian.

#### About iron deficiency

Although iron deficiency can affect anyone, it is most prevalent in premenopausal women, pregnant woman and children under five.<sup>7</sup> Left untreated, it can develop into iron deficiency anaemia. The effects of iron deficiency differ from person to person, but can be linked to an overall decline in general health and well-being.<sup>8</sup> Even without anaemia, iron deficiency can be debilitating, exacerbate an underlying chronic disease and lead to increased morbidity and mortality.<sup>4</sup> Common symptoms include fatigue,<sup>5, 9, 10</sup> pale skin,<sup>5</sup> brittle nails,<sup>5, 11</sup> craving non-food items such as dirt, clay and ice,<sup>12</sup> and an inability to concentrate.<sup>9, 8</sup> In children, iron deficiency can significantly impair cognitive and motor development.<sup>13</sup>

## References

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