

Vitamin D

What a mother should know

- Studies of women in the northern US have shown a high percentage of vitamin D deficiency in women during pregnancy - and in their newborn infants.
- When a mother has low vitamin D blood levels, her breast milk does not contain vitamin D.
- Vitamin D is made in skin in summer sunshine, but not through clothing, in the shade or if the UV index is 3 or less. Vitamin D is not made in winter sunshine.
- Health Canada, the Canadian Paediatric Society, the American Academy of Pediatrics and Dietitians of Canada all recommend a vitamin D supplement for infants from birth onwards.

The Canadian Paediatric Society recommends that pregnant women receive 2,000 IU of vitamin D daily.

Ddrops™ is available for adults in a format that provides 1,000 IU per drop.

Contraindications

- Mothers and babies with granulomatous disease, such as tuberculosis or sarcoidosis may be hypersensitive to vitamin D.
- Vitamin D should not be taken by individuals with hypercalcemia.
- People with known medical conditions should consult with a healthcare practitioner before taking dietary supplements.

For more information on Ddrops™ products, please visit www.ddrops.ca

From our Family to yours - The Ddrops™ Family of products

Ddrops™ products were created as a better way for parents to give their families the vitamin D they need, in just one drop!

- **Baby Ddrops™ 400 IU** - specifically designed for breast-fed babies. A mother only needs to put a single drop of Baby Ddrops™ on her nipple, where baby takes it in along with the milk.
- **Kids Ddrops™ 400 IU** - is a simple, safe, and fun way for toddlers and children to receive the recommended amount (400 IU) of vitamin D. Just one purified drop of Kids Ddrops™ contains 400 IU of vitamin D₃, without any other chemicals, or additives.
- **Ddrops™ 600 IU Booster** - was developed to boost vitamin D levels to 1000 IU when complementing the 400 IU vitamin D in multivitamins and/or fixed calcium with vitamin D regimes.
- **Ddrops™ 1000 IU** - makes it easy to take naturally sourced vitamin D₃ without pills and without additives. Each purified drop contains 1000 IU of vitamin D₃ and permits effective absorption and easy dose adjustments according to individual needs.

What could be easier?

Ddrops™ Family Pure and simple in just one drop! For Healthier Families



Always read and follow the label.

www.ddrops.ca

REFERENCES:

1. Canadian Paediatrics Society. Vitamin D supplementation: Recommendations for Canadian mothers and infants. *Paediatr Child Health* 2007;12(7):583-589.
2. Health Canada. Vitamin D supplementation for breast-fed infants-2004 Health Canada Recommendation. www.hc-sc.gc.ca/fn-an/nutrition/child-enfant/infant-nourisson/vita_d_supp-en.
3. Wagner CL *et al.* Prevention of rickets and vitamin D deficiency in infants, children and adolescents. *Pediatrics* 2008;122:1142-1152.
4. Cannell JJ *et al.* Diagnosis and treatment of vitamin D deficiency. *Expert Opin Pharmacother* 2008;9(1):107-118.
5. Centers for Disease Control. Vitamin D Expert Panel Document. October 11-12, 2001 Atlanta, Georgia Final Report. http://www.cdc.gov/nccddphp/dnpa/nutrition/pdf/Vitamin_D_Expert_Panel_Meeting.pdf.
6. Mead Johnson Company, D Vi-Sol list of non-medicinal ingredients.
7. Mead Johnson Company, D Vi-Sol brochure for medical professionals.

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Baby
Ddrops™
The Sunshine Vitamin in Just One Drop®
BRAND



Just the vitamin D
your baby needs

Specifically designed for breast-fed babies

www.ddrops.ca

Why your baby needs vitamin D

- Vitamin D is essential to a baby's health and growth - and is particularly necessary for the proper development of bones.

Vitamin D is Recommended by:	Recommended For:	Recommended Daily Vitamin D ₃ Intake*:
<ul style="list-style-type: none"> Canadian Paediatric Society¹ Health Canada² American Academy of Pediatrics³ 	Breast-fed Infants	400 IU
Canadian Paediatric Society ¹	Breast-fed Infants in Canada's north (above 55°N latitude)	800 IU
American Academy of Pediatrics ³	Partially breast-fed infants and formula fed infants who are ingesting <1000mL of fortified formula/day	400 IU
American Academy of Pediatrics ³	Children and adolescents	400 IU

- 1 International Unit (IU) of vitamin D = .025 micrograms.
- Each drop of Baby Ddrops contains 400 IUs (10 micrograms) of vitamin D.

Vitamin D deficiency has traditionally been associated with rickets. Current medical research also links vitamin D deficiency to a wide array of diseases including autism, cancer, cardiovascular disease, hypertension, stroke, diabetes, multiple sclerosis, rheumatoid arthritis, inflammatory bowel disease, periodontal disease, macular degeneration, mental illness and the propensity to fall⁴.



Why more mothers are choosing Baby Ddrops™

Conventional water-based vitamin D Compound	Baby Ddrops™
Contains vitamin D ₃ , water, artificial flavours, colouring and a surfactant (detergent) to keep vitamin D in solution ⁶	Baby Ddrops™ contains only vitamin D in a type of fat that is naturally present in breast milk, with no artificial flavours or preservatives
Taken from the bottle with an eye dropper, each full 'squeeze' gives roughly 1 mL	Patented Eurodropper provides exactly 400 IU of vitamin D ₃ per daily drop
Begins to oxidize once opened, and must be discarded after 50 days ⁷	Baby Ddrops™ is stable, has a long shelf-life and does not require refrigeration
Roughly 50 daily doses per bottle	Baby Ddrops™ comes in a 90 day bottle

Baby Ddrops™ - Vitamin D Pure and Simple

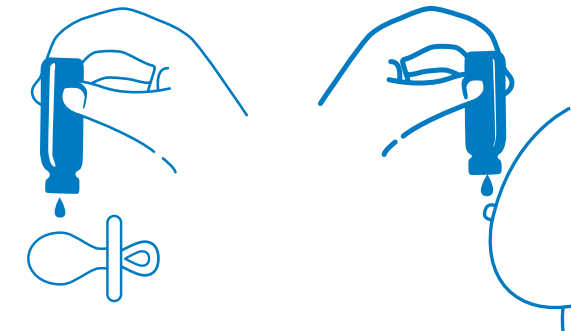
- No need for an eyedropper or spoon, there's no muss, fuss or guess-work with Baby Ddrops™.
- Baby Ddrops™ has no taste and no odour.
- Baby Ddrops™ is wheat-free, soya-free and gluten-free.



www.ddrops.ca

Specifically Designed for Breast-fed Babies

Once a day just before a breast-feeding, a mother puts a drop of Baby Ddrops™ onto her nipple or a pacifier and allows a baby to suck for half a minute.



Baby Ddrops™

Comes in a patented Eurodropper bottle. Simply turn the bottle upside down and allow the drop to come out. Each drop contains 400 IU of vitamin D₃.

Aside from being able to spend more time in summer sunshine with her baby every day[†], we cannot imagine a better, more convenient way for a mother to ensure that she's providing the full daily amount of vitamin D her baby needs.

Babies given vitamin D grow up to be healthier adults⁵.



[†] Sunlight is the main source of vitamin D, but the Canadian Dermatology Association and Health Canada advise against direct exposure of infants to sunlight.