

## Pregnacare and the RCM work together to support UK midwives by delivering our ‘sunshine vitamin’

“As long term partner of the Royal College of Midwives, Vitabiotics is proud to support midwives across the UK, whose expertise, care and compassion is truly inspirational. Working tirelessly on the front line, I believe the dedication of our amazing midwives has not been singled out enough for the huge sacrifices made during the current crisis. Midwifery is also one of the best organised healthcare professions and in the field of prenatal nutrition, midwives have been key to communicate the ‘folic acid message’ to reduce the risk of NTDs and, **critically, that vitamin B12 is also essential to be taken alongside folic acid.**

Over 30 years ago, Vitabiotics’ Pregnacare pioneered the first use of a combination including **vital iodine and zinc, along with vitamin B12 in combination with folic acid**, for all 9 months of pregnancy. This truly novel formula was shown to be successful in the **first clinical research of its kind in pregnancy**, and it was this true innovation which earned the formula **the first Queen’s Award for Innovation ever to be bestowed on a vitamin supplement.** Pregnacare was also the first to pioneer pre-conceptual use, backed by further unique gold standard published clinical research with women trying for a baby.

We are very grateful to hear about the benefits many midwives have reported over the years for mums and babies with Pregnacare, and at Vitabiotics we always look forward to hearing from you, and your wonderful feedback and stories.

As we all know, research is growing daily on the importance of Vitamin D to help support the human immune system. Vitabiotics and Pregnacare were therefore delighted to work together with the RCM to send 3 month’s supply of our Ultra Vitamin D to 40,000 midwives in the UK, including all maternity support workers and student midwives. The Pregnacare team and I are extremely proud to have been able to deliver some of our ‘sunshine vitamin’ to our most caring heroes!”

**Professor Kartar Lalvani, OBE, PhD, DSc, FRPharms**

**Founder & Chairman, Vitabiotics Ltd**

