



# HCP Science Communication Toolkit

July 2023



RESTRICTED



# DEAR ELEVIT® TEAMS

This **Healthcare Professional Communication Toolkit** provides **global guidance** and recommendations on how to best **activate our science** to engage with your local Healthcare Professionals.



The tool was created with **Gynaecologists as the primary audience in mind**, as these are key influencers in the prenatal space according to the Consumer Shopper Journey.



The proposed **strategy, examples of messages and assets are generally relevant for most HCPs**, and thus also applicable to Obstetricians, GPs and Pharmacists.



**Local teams** should refer to their **local insights and data** to refine messages and **go through LMR** before deployment.

**Wishing you much success!**

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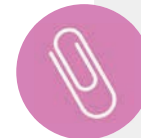


## Using the modular content

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**Note:** images/information included in the toolkit are intended to provide 'visual examples' and, over time, may not correspond to the most recent version.

Refer to the provided eDam link on [page 45](#) to access the most recent version of the files.

# 1. The Elevit opportunity



Our strategic opportunity is **how to best leverage our science to drive consumer preference** and build a competitive advantage for years to come.

Being a strong science-based consumer health company can set us apart from most of our competitors in the category – our expertise is unmatched.

**Intentional activation** of our science with consumers, HCPs and health authorities represents a unique opportunity for Elevit to stand out from the crowd.

# The communication of our science is of pivotal importance



**Consumers are more proactive** in managing their health, more knowledgeable and critical, **demanding proof of a product's efficacy.**<sup>1</sup>

Source: 1. Internal document. 'Role of Science'. December 2021.



**Science** strongly influences the **perception of a product's efficacy**, which is a key differentiator and driver of **purchase.**<sup>1</sup>



Globally, **Bayer's Nutritional brands are backed by strong science**, in particular, Elevit, with 22 clinical trials to date.\*

\*As of July 2023.

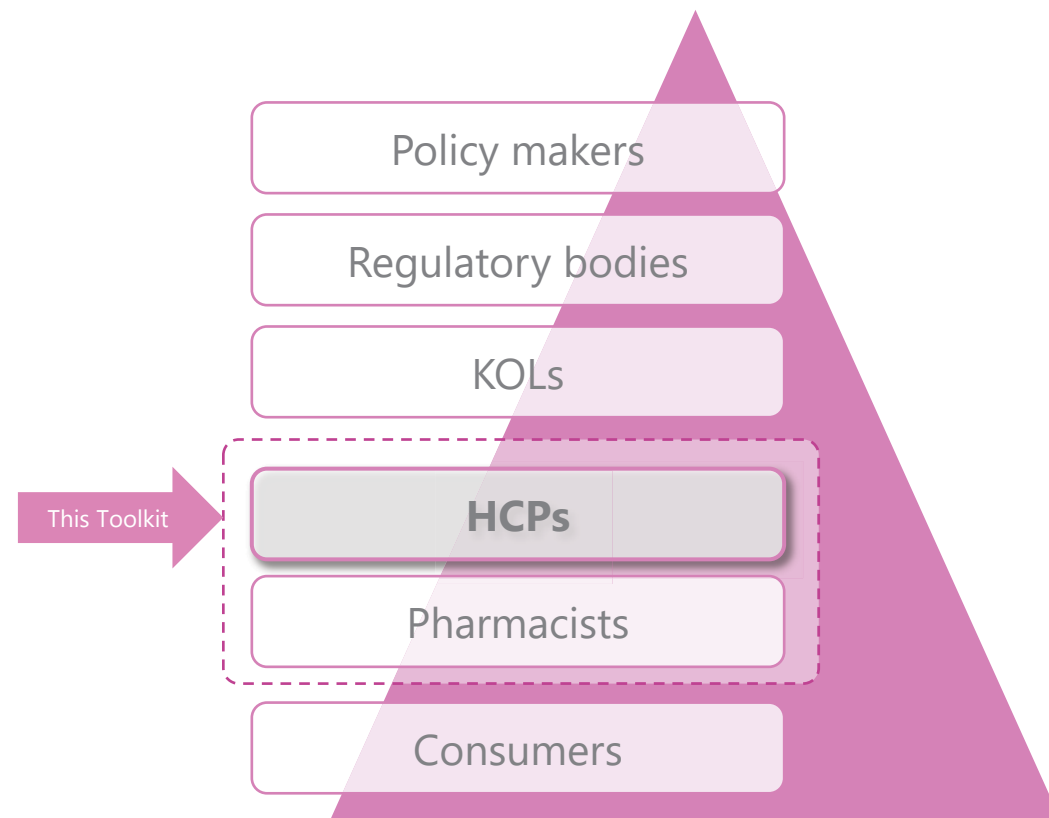


# Influencing the consumer via the HCP's pyramid of influence

Research shows that being seen as 'science driven' is key to support differentiation. It is a foundational influencer of the most important purchase driver in the category: **perceived efficacy**.<sup>1</sup>

Purchase in the prenatal subcategory is mostly influenced by specialists (e.g., gynaecologists). They influence '**first purchase**', which leads to high brand loyalty across the pregnancy journey.

Excellence in promoting our unique science with HCPs represents a key entry point to influence consumers' perception of brand efficacy and sets us apart from competition.



This toolkit provides strategic guidance on HCP engagement via scientific communication



## 2. Understanding our HCP audience



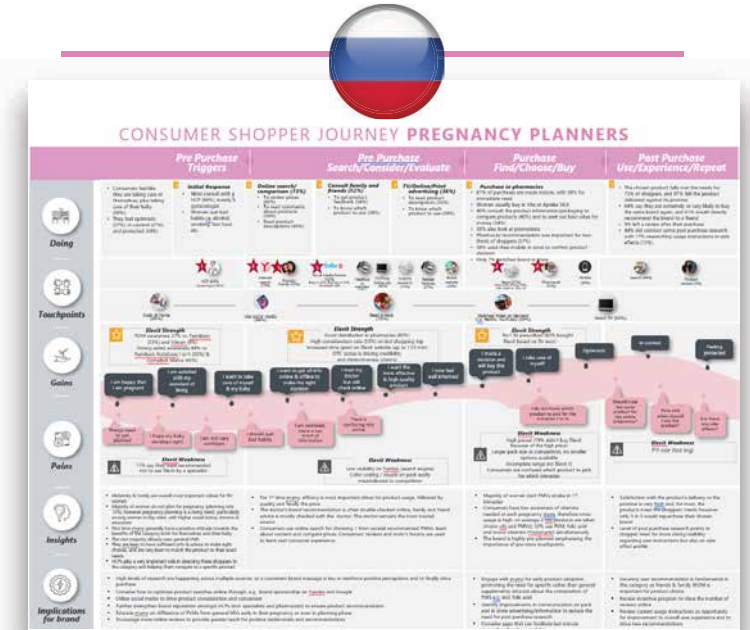
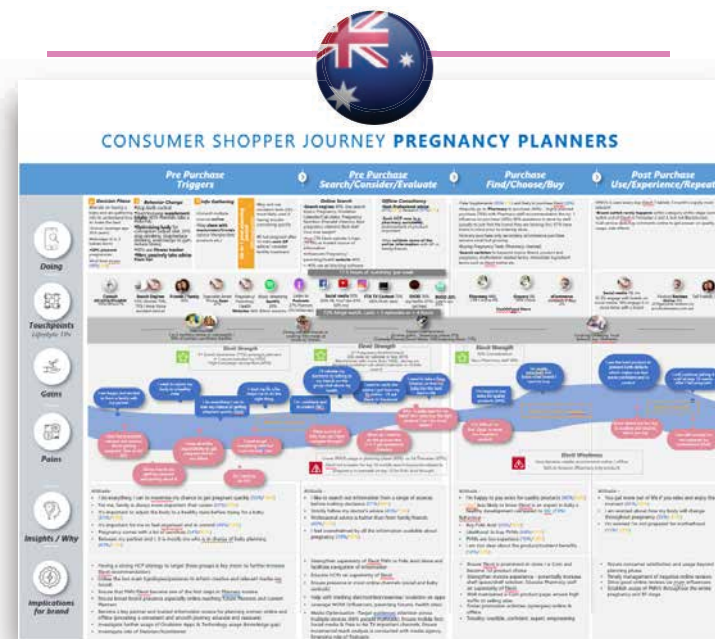
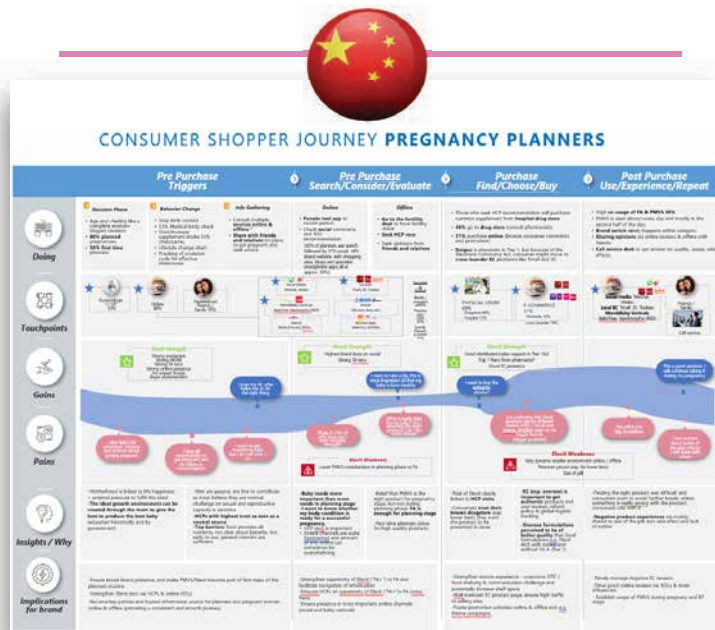
The following section provides a principled approach to **identifying the most relevant HCPs and understanding their needs**. Countries can individually research into drivers and barriers specific to their local markets and adapt accordingly when applying the Global Communication Strategy Toolkit.

Here we provide global insights into:

- The role of HCPs in the prenatal Consumer Shopper Journey
- The relevant HCPs to target
- Elevit's most common drivers and barriers to address when shaping our scientific messages
- The most important data HCPs are looking for
- The channels that HCPs use to gather information

# Consumer Shopper Journeys provide the basis to identify the importance of HCPs to parents-to-be and define the most important HCPs to target

What the Consumer Shopper Journey tells us



The key insights from the CSJs are consistent across all countries studied (China, Australia, Russia) and, therefore, the following findings can be applied globally with confidence



# What is the role of HCPs in the prenatal Consumer Shopper Journey?

Up to 100% of women consult an HCP during planning/pregnancy stages



**CHINA**

**Planning stage: 53%**  
**Pregnancy: 100%**



**AUSTRALIA**

**Planning stage: 50%**



**RUSSIA**

**Pregnancy: 85%**

Across countries, half of all planning women and most pregnant women speak to an HCP  
(from gynaecologist and obstetrician to GP)

Note, in the Australian CSJ, only 'Planners' have been investigated due to the very high rate of 'planning', while in Russia, 'planning' is rather low, and thus only 'Pregnancy' is considered.

HCP, Healthcare professional.  
Source: CSJ Elevit 2020-CN, AU, RU.



# Who are the most relevant HCPs to target?

Gynaecologists, Obstetricians and GPs are the most consulted HCPs for pregnancy planners



## CHINA

**Obstetricians** are the most commonly consulted HCPs

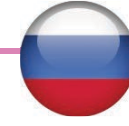
Gynaecologist	48%
<b>Obstetrician</b>	<b>82%</b>
GP	
Pharmacist	



## AUSTRALIA

**GPs** are the most commonly consulted HCPs

Gynaecologist	37%
Obstetrician	
<b>GP</b>	<b>50%</b>
Pharmacist	27%



## RUSSIA

**Gynaecologists** are the most commonly consulted HCPs

<b>Gynaecologist</b>	<b>95%</b>
Obstetrician	
GP	
Pharmacist	

# What are the most common HCP DRIVERS for recommending Elevit?

'Efficacy', 'formula in line with recommendations', 'ease of use' and 'known brand' are Elevit's top drivers influencing HCPs

	China	Australia	Russia	Mexico
<b>1</b>	Proven efficacy	Contains all essential nutrients	Good, balanced formula	Backed by science (safety, efficacy)
<b>2</b>	Easy to use (for all stages of pregnancy)	Familiar, trusted brand	Easy to use (one/day)	Complete formula
<b>3</b>	In line with recommendations	Specially formulated for pregnancy	Available at point of sale	Appropriate format (pill, tablet, capsule)
<b>4</b>	Trustworthy, international brand	Ease of use (one/day)	Recommended by KOLs	Available at point of sale
<b>5</b>	Beneficial for mother and child	Effective and efficacy	Clinically proven	Can be used in patients with allergies



# What are the most common HCP BARRIERS to recommending Elevit?

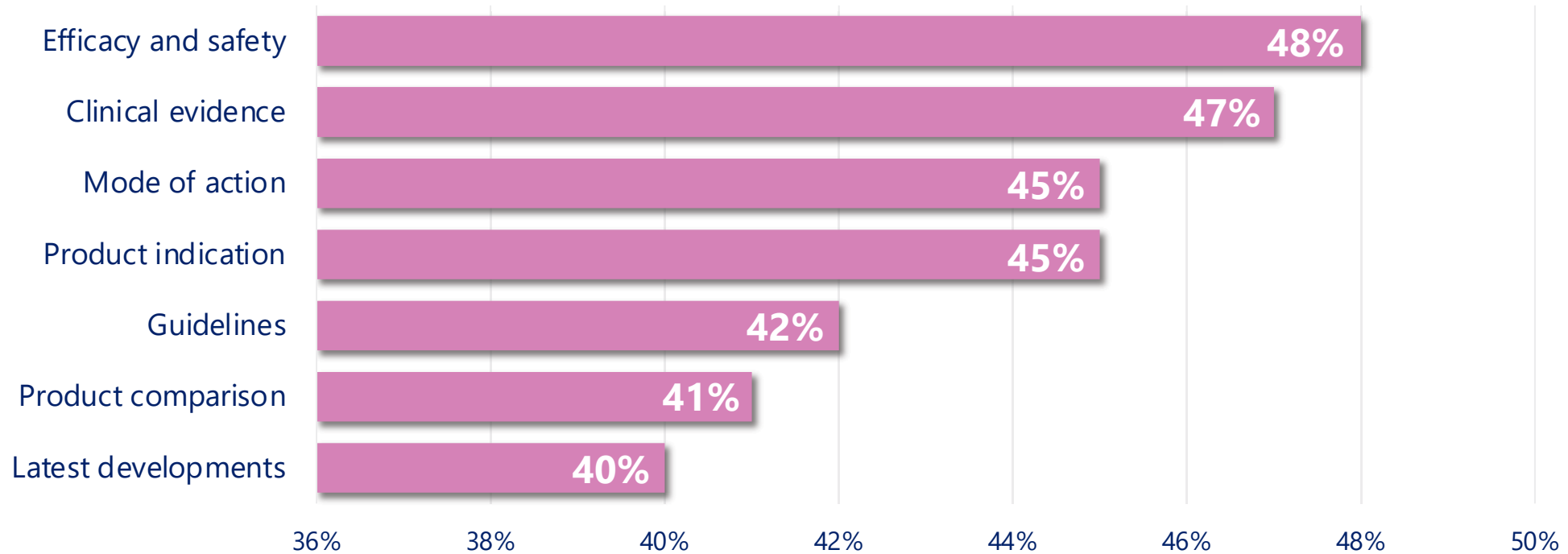
'Hard to swallow', 'price', 'side effects' and 'patient already on another product' are Elevit's top barriers influencing HCPs

	China	Australia	Russia	Mexico
<b>1</b>	Hard to swallow	Too expensive	Too expensive	Lack of company support (e.g., training)
<b>2</b>	Patient already on another product	Side effects	Hard to swallow	Too few samples
<b>3</b>	Gastro-intestinal side effects	Hard to swallow	Patient already on another product	Too expensive
<b>4</b>	Too expensive	Not available in stores	Side effects	Low availability in stores



# What are the data most preferred by HCPs to influence recommendation?

Communication about efficacy, safety, clinical data and mode of action are most preferred by HCPs\*



\*Average % response from different channels and countries (CN, BR, D, FR).  
Source: SKIM, 2020 Russia: Elevit Tracker, Gynaecologists, Wave IV; IPSOS, 2018 Australia:  
Reviewing Elevit performance amongst HCPs; SKIM, 2020 China: Elevit Tracker,  
Gynaecologists, Wave V; IPSOS, 2022 Mexico: Tracking Nutritionals; HCP Channel Preference  
(Canesten) – SKIM Consumer Health, July 2019.

# What are the channels most preferred by HCPs when looking for information?

HCPs look to academic channels, scientific forums and sponsored channels for information

	China	Australia*	Russia
<b>Academic sources</b> (specialised press/medical associations)	77%	51%	27%
<b>Scientific forums</b> (conferences/events/webinars)	68%	51%	46–66%
<b>Sponsored interactions</b> (sales rep/events, etc)	32%	49%	86%
<b>Sponsored online</b> (email/website)	34%	10%	27%
<b>Other digital channels</b> (WhatsApp, Viber, etc)	–	–	67%

\*Average 3 years (2016-2018).

Source: SKIM, 2020 China: Elevit Tracker, Gynaecologists, Wave V; SKIM, 2020 China: Elevit Tracker, Gynaecologists, Wave V; IPSOS, 2020 Russia: Lighthouse HCP Most Valuable Player: Market Playbook.



# Summary



**Gynaecologists, Obstetricians and GPs** are the most consulted HCPs for pregnancy planners and are the **primary target of our communication strategy**.



Clinical **efficacy, safety, mode of action** and **tailored formulation** in line with guidelines, are Elevit's most influential messages to drive HCP recommendations and to overcome barriers.



Channels such as **specialised press, conferences, sales reps** and **sponsored information** (events and emails) are most preferred by HCPs.

### 3. The science supporting Elevit



With 22 clinical trials to date\*, Elevit is the **world's most studied prenatal supplement.**

The science supporting Elevit is captured in the **House of Content** (HoC) – the repository of Elevit's 'medical truths' describing its benefits and reasons to believe.

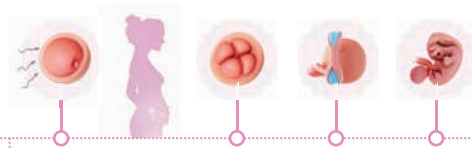
Each product of the Elevit family is supported by a specific HoC and all HoCs are interconnected and aligned to the brand purpose.

The content of the HoC is translated into **'Modules'** – **visual assets** that can be used **alone or in combination** with other modules to facilitate the **development of customised narratives for HCPs.**









\*As of July 2023.

# The science behind Elevit








Elevit is the world's most studied prenatal multivitamin, with more than 39 years of research and 22 clinical studies.\*








## Pre-conception

- Elevit increases maternal folate to protective levels (906 nmol/L) in only 4 weeks of supplementation<sup>6</sup> 
- Elevit shown to protect follicles from oxidative stress<sup>7</sup> 
- Elevit shown to improve follicular fluid nutrients levels<sup>5</sup> 
- Elevit shown to reduce oxidative stress in follicular fluid<sup>13</sup> 
- Elevit effective in increasing maternal folate to protective levels (906 nmol/l) in only 4 weeks supplementation<sup>14</sup> 
- Elevit increases maternal folate 'twice as fast' compared to 400 µg FA supplementation<sup>15</sup> 
- Elevit effective in increasing maternal vitamin D in 8 weeks supplementation<sup>16</sup> 
- Elevit effective in increasing folate to protective levels (906 nmol/l) in women of child-bearing age<sup>17</sup> 



## Pregnancy

- Elevit reduces the incidence of neural tube defects and other birth defects<sup>1</sup> 
- Elevit protective effects against birth defects confirmed in a cohort study<sup>2</sup> 
- Elevit shown to reduce levels of homocysteine in at risk group<sup>5</sup> 
- Elevit shown to reduce levels of homocysteine in at risk group<sup>9</sup> 
- Elevit shown to reduce incidence of miscarriage in at risk population<sup>3</sup> 
- Elevit shown to reduce the incidence rate of neural tube defects in an IVF setting<sup>11</sup> 
- Elevit shown to improve folate levels and decrease homocysteine levels in infertile women, regardless of MTHFR genotype<sup>22</sup> 

## Pregnancy

- Elevit reduces anemia and improves vitamins status in at risk group<sup>4</sup> 
- Elevit shown to reduce the incidence of NTDs<sup>10</sup> 
- Elevit, aspirin & prednisone on recurrent pregnancy loss<sup>18</sup> 
- Elevit significantly reduced the risk of iron deficiency anaemia, pre-eclampsia etc vs folic acid alone<sup>19</sup> 
- Elevit-2 significantly increases maternal and fetal DHA and vitamin D status<sup>20</sup> 

## Breastfeeding (1st year of life)

- Elevit shown to improve post-partum mood<sup>12</sup> 
- Elevit 3 significantly increases maternal and breast milk DHA and β-carotene status<sup>21</sup> 



\*As of July 2023.

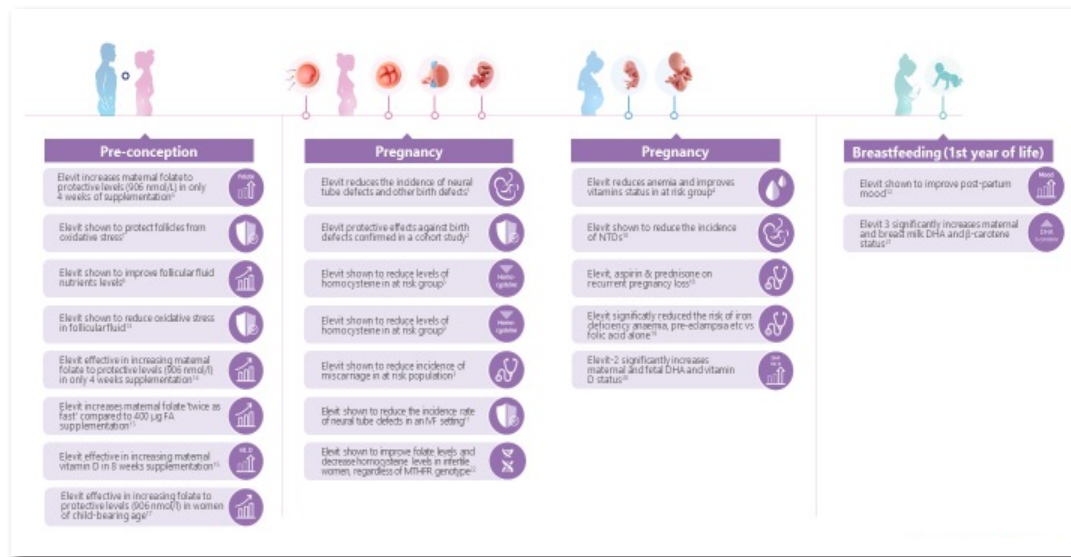
# Introducing the 'House of Content'

The repository of 'medical truths' in support of the product

From the **science behind Elevit...**



... to **product-specific** messages about the key **medical benefits** and **reasons to believe**



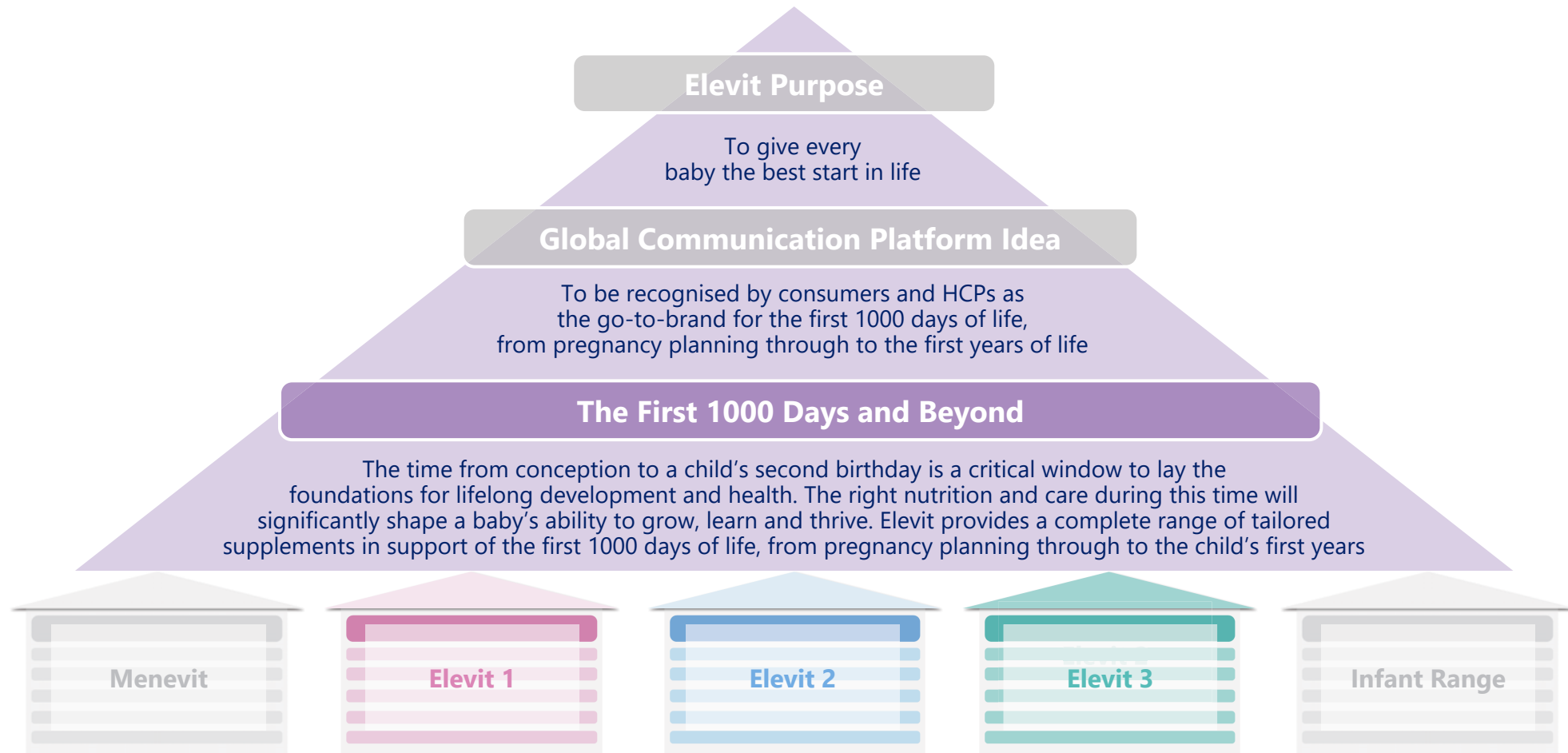
## Product House of Content

**Product key benefit**

**Science-backed reasons to believe that support the benefit(s)**

# Science is integral to Elevit's Global Communication Strategy

The approved scientific messages are designed to fit the Global Communication Platform Idea and the Brand Purpose



# First 1000 days and Beyond

The repository of the first 1000 days benefits and the supportive RTBs

Reasons to believe

## House of content

0.1

### The first 1000 days of life and beyond\*

The time from pre-conception to a child's second year of life represents a critical window to lay the foundations for lifelong development and health.

0.2

### The importance of nutrition in the first 1000 days of life and beyond\*

The right nutrition and care before conception and during the first 1000 days will significantly shape a baby's ability to grow, learn and thrive.

0.3

### Elevit supports the nutritional needs in the first 1000 days and beyond\*

The supplement range from Elevit supports the nutritional needs of the parents-to-be, the breastfeeding mother and child across the different stages of the first 1000 days of life and beyond.

\*Parents-to-be can support the health of their child during and 'beyond' the first 1000 days. Adequate nutritional levels in the body at conception make a fundamental contribution towards the baby's lifelong health.

# Elevit 1 / Pronatal

The repository of the product's key medical benefits and the supportive RTBs

Key benefit

## House of content

"Elevit 1/Pronatal lays the foundation for conception and helps to protect from congenital birth defects"\*

Reasons to believe

1.1

### Risk reduction of NTDs

1.1.1 Elevit 1 **contains 800 µg folate** (rich in folate)

1.1.2 Elevit Pronatal **contains 800 µg folate** (rich in folate)

1.1.3 Elevit 1 **contains "Metafolin"** (or L-methylfolate) – folate protection to all women

1.1.4 Elevit Pronatal is clinically proven to **reduce the risk of NTDs by up to 92%**

1.1.5 Elevit 1 is based on a formula that is **clinically proven to reduce the risk of NTDs**

1.1.6 Elevit 1 is **2x faster** in reaching NTD-protective folate levels

1.2

### Support of reproductive health

1.2.1 Elevit 1 **contains essential micronutrients** to support normal cell division, fertility and reproduction

1.3

### Comprehensive micronutrient formula

1.3.1 Elevit 1 **contains a comprehensive micronutrient formula**, according to international recommendations

1.3.2 Elevit 1 provides a **tailored nutritional formulation** for preconception and the first trimester of pregnancy

1.4

### Convenience

1.4.1 Elevit 1 is a convenient to take, **all-in-one tablet**

\*For the OTC product, Elevit Pronatal, the key benefit can be also phrased as 'Elevit Pronatal lays the foundation for conception and is clinically proven to reduce the risk of NTDs'. LMR approval applies. NTD, neural tube defect.



# Elevit 2

The repository of the product's key medical benefits and the supportive RTBs

Key benefit

## House of content

"Elevit 2 supports the exponential growth and development of the fetus"

Reasons to believe

2.1

### EFSA benefit claims

2.1.1 Elevit 2 **contains DHA** to contribute to the normal **brain development** of the fetus

2.1.2 Elevit 2 **contains DHA** to contribute to the normal **eye development** of the fetus

2.2

### Clinically studied formulation

2.2.1 Elevit 2 is **effective in increasing DHA** status of mother and baby

2.2.3 Elevit 2 is **safe and well tolerated**

2.2.2 Elevit 2 is **effective in stabilising vitamin D** status of mothers and increasing levels in babies

2.3

### Comprehensive multi-nutrient formulation

2.3.1 Elevit 2 contains a **comprehensive micronutrients** formula, according to international recommendations

2.3.2 Elevit 2 provides a **tailored nutritional formulation** for the second trimester of pregnancy

2.4

### Convenience

2.4.1 Elevit 2 is a convenient to take, **all-in-one tablet**



# Elevit 3

The repository of the product's key medical benefits and the supportive RTBs

Key benefit

## House of content

"Elevit 3 is specifically formulated in support of the breastfeeding mother and the rapid brain and vision development of her baby"

Reasons to believe

### EFSA benefit claims

3.1.1 DHA contributes to the **normal brain development** of the breastfed infant

3.1.2 DHA contributes to the **normal development of the eyes** of the breastfed infant

### Clinically studied formulation

3.2.1 Elevit 3 is effective in **raising the DHA status of maternal blood**

3.2.2 Elevit 3 is effective in **raising the DHA status of maternal milk**

3.2.3 Elevit 3 is effective in **raising the  $\beta$ -carotene status of maternal blood**

3.2.4 Elevit 3 is effective in **raising the  $\beta$ -carotene status of maternal milk**

3.2.5 Elevit 3 is **safe and well tolerated**

### Comprehensive multi-nutrient formulation

3.3.1 Elevit 3 contains a **comprehensive multi-nutrient formulation** developed according to international recommendations

3.3.2 Elevit 3 provides a **tailored nutritional formulation** for breastfeeding mothers and their babies

### Convenience

3.4.1 Elevit 3 is a convenient to take, **all-in-one tablet**



# Introducing the 'Modules'

Each statement in the HoC translates into a 'Module' – the smallest piece of standalone information that provides context and meaning. Combination with other Modules sets the basis to develop expanded and customised 'messages'

**House of content**

"Elevit 1/Pronatal lays the foundation for conception and health"

**Risk reduction of NTDs**

1.1.1 Elevit 1 contains 800 µg folate (rich in folate)

1.1.2 Elevit Pronatal contains 800 µg folate (rich in folate)

1.1.3 Elevit 1 contains "Metafolin" (or L-methylfolate) – folate protection to all women

**Support of reproductive health**

1.2.1 Elevit 1 contains essential micronutrients to support normal cell division, fertility and reproduction

**Comprehensive micronutrient formula**

1.3.1 Elevit 1 contains a comprehensive micronutrient formula, according to international recommendations

**Convenience**

1.4.1 Elevit 1 is a convenient to take, all-in-one tablet

**Module 1.1.1**

Elevit 1 contains 800 µg folate to achieve optimal body folate levels by the time it is most needed

**Module 1.1.3**

Elevit 1 contains "Metafolin" for optimal folate supply to all women

**Module 1.3.1**

Elevit 1 contains a comprehensive micronutrient formula developed according to international recommendations



# First 1000 days and beyond

The Modules form the basis for the development of messages to HCPs.  
For the full set of Modules and guidance around their use, see [Section 5](#) and the [Appendix](#).

## House of content

The first 1000 days of life and beyond\*  
The time from pre-conception to a child's second year of life represents a critical window to lay the foundations for lifelong development and health.<sup>1,2</sup>

At least 3 months before conception (Pre-conception) | 240 days (Pregnancy) | 365 days (1st year) | 365 days — 1000 days (2nd year)

**Parental nutrition preparation**  
Key milestones: Sperm and oocyte maturation

**Embryonic organ formation**  
Key milestones: Formation of the heart, limbs and CNS

**Fetal organ development**  
Key milestones: Development of the eyes, genitalia and CNS

**Birth**  
Key milestones: Brain and vision development

**Continued physical and neurological development**  
Key milestones: Brain and vision development

**Continued physical, cognitive and motor development**  
Key milestones: Cognitive and motor development

**Parental nutrition preparation**  
Key milestones: Sperm and oocyte maturation

**Embryonic organ formation**  
Key milestones: Formation of the heart, limbs and CNS

**Fetal organ development**  
Key milestones: Development of the eyes, genitalia and CNS

**Birth**  
Key milestones: Brain and vision development

**Continued physical and neurological development**  
Key milestones: Brain and vision development

**Continued physical, cognitive and motor development**  
Key milestones: Cognitive and motor development

**Pre-conception**  
Adoptive nutrient intake helps to ease and increase a healthy state (e.g. zinc, B<sub>12</sub>)

**1st trimester**  
Nutrient intake is the risk in the risk of birth defects (e.g. folic acid, B<sub>12</sub>)

**2nd trimester**  
Identified nutrient deficiencies may have long term consequences on brain, function later in life (e.g. DHA)

**3rd trimester**  
Nutrient deficiencies may have long term consequences on functional brain and cognitive development (e.g. B<sub>12</sub>, DHA)

**1st year of life**  
Adoptive nutrient intake is essential for functional brain and cognitive development (e.g. B<sub>12</sub>, DHA)

**2nd year of life**  
Nutrient intake is vital in providing the building blocks for a healthy growth spurt of the brain (e.g. DHA, zinc)

**Elevit**  
Elevit is a one-a-day multivitamin and mineral supplement specially formulated to support the nutritional needs of pregnant women and to meet the increased nutritional demand of the 3rd trimester of pregnancy.

**Elevit 2**  
Elevit 2 is a specifically formulated all-in-one multivitamin and mineral supplement with DHA, to support brain and eye development of the baby.

**Elevit 3**  
Elevit 3 is an all-in-one multivitamin and mineral supplement formulated to meet the specific needs of breastfeeding mothers. It contains DHA, zinc and other micronutrients, all of which play a role in healthy brain and vision development of the baby.

**Elevit**  
Elevit is a one-a-day multivitamin and mineral supplement specially formulated to support the nutritional needs of pregnant women and to meet the increased nutritional demand of the 3rd trimester of pregnancy.

**Elevit 2**  
Elevit 2 is a specifically formulated all-in-one multivitamin and mineral supplement with DHA, to support brain and eye development of the baby.

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# Elevit 1 / Pronatal

The Modules form the basis for the development of messages to HCPs.  
For the full set of Modules and guidance around their use, see [Section 5](#) and the [Appendix](#).

## House of content

"Elevit 1 lays the foundation for conception and helps to protect from congenital birth defects"

The grid consists of 8 modules arranged in two rows of four. Each module features the Elevit logo and contains specific information about the product's benefits, supported by data and visual aids.

- Module 1 (Top Left):** "Elevit 1 contains 800 µg folate to achieve optimal body folate levels by the time it is most needed". Includes a line graph showing folate levels over time, comparing Elevit 1 to other products.
- Module 2 (Top Middle-Left):** "Elevit 1 contains 'Metafolin' for optimal folate supply to all women". Explains the role of Metafolin (MTHFR polymorphism) and includes a diagram of the MTHFR pathway.
- Module 3 (Top Middle-Right):** "Elevit Pronatal is clinically proven to reduce the risk of NTDs by up to 92%". Includes a bar chart comparing NTD risk reduction with Elevit Pronatal vs. folate only.
- Module 4 (Top Right):** "Elevit 1 is based on a formula that is clinically proven to reduce the risk of NTDs\*". Includes a bar chart comparing NTD risk reduction with Elevit vs. folate only.
- Module 5 (Bottom Left):** "Supplementation with Elevit 1 is twice as fast in reaching NTD-protective folate levels". Includes a line graph showing the time to reach optimal folate levels.
- Module 6 (Bottom Middle-Left):** "Elevit 1 contains essential micronutrients to support normal cell division, fertility and reproduction". Lists various vitamins and minerals and their benefits.
- Module 7 (Bottom Middle-Right):** "Elevit 1 contains a comprehensive micronutrient formula developed according to international recommendations". Includes a bar chart showing the percentage of Recommended Daily Allowance (RDA) for various nutrients.
- Module 8 (Bottom Right):** "Elevit 1 provides tailored nutritional supplementation for pre-conception and the first trimester of pregnancy". Includes a diagram showing the nutritional profile of Elevit 1 across different stages of pregnancy.

# Elevit 2

The Modules form the basis for the development of messages to HCPs. For the full set of Modules and guidance around their use, see [Section 5](#) and the [Appendix](#).

## House of content

“Elevit 2 supports the exponential growth and development of the fetus”

The image displays eight modules arranged in a 2x4 grid, each with a white background and blue accents. Each module includes the Elevit logo, a title, and various data visualizations or diagrams.

- Module 1 (Top Left):** "Elevit 2 contains DHA to support normal fetal brain development". Includes a line graph showing "Brain weight and DHA brain levels vs gestational weeks".
- Module 2 (Top Middle-Left):** "Elevit 2 contains DHA to support normal fetal eye development". Includes a diagram of a fetus and an eye with a chemical structure for DHA.
- Module 3 (Top Middle-Right):** "Elevit 2 is effective in increasing DHA status of mother and baby". Includes a line graph for "Maternal DHA increase with Elevit 2 supplementation" and a callout for "Child DHA increases with Elevit 2 supplementation" showing a 17% increase.
- Module 4 (Top Right):** "Elevit 2 is effective in stabilising vitamin D status in mothers and increasing levels in babies". Includes a line graph for "Maternal vitamin D stabilization" and a callout for "Child vitamin D increases with Elevit 2 supplementation" showing a 160% increase.
- Module 5 (Bottom Left):** "Elevit 2 is safe and well tolerated". Includes a diagram comparing "Well tolerated" (no treatment-related adverse events) and "No difference in anthropometric parameters" (birth weight, length, ponderal index).
- Module 6 (Bottom Middle-Left):** "Elevit 2 contains a comprehensive multi-nutrient formulation developed according to international recommendations". Includes a bar chart showing nutrient levels for "During pregnancy there is an increased need for nutrients to support growth and development".
- Module 7 (Bottom Middle-Right):** "Elevit 2 provides a tailored nutritional formulation for the second and third trimester". Includes a diagram of a pregnant woman and a list of nutrients.
- Module 8 (Bottom Right):** "Elevit 2 is a convenient, all-in-one tablet". Includes a large graphic of a tablet with the number "1" and the text "Simple, convenient all-in-one tablet".

# Elevit 3

The Modules form the basis for the development of messages to HCPs. For the full set of Modules and guidance around their use, see [Section 5](#) and the [Appendix](#).

## House of content

“Elevit 3 is specifically formulated in support of the breastfeeding mother and the rapid brain and vision development of her baby”

**Module 1: Brain weight and DHA levels vs months before and after birth**

**Module 2: Elevit 3 contains DHA to support normal infant eye development**

**Module 3: Elevit 3 is effective in raising the DHA status of maternal blood**

**Module 4: Elevit 3 is effective in raising the DHA status of maternal milk**

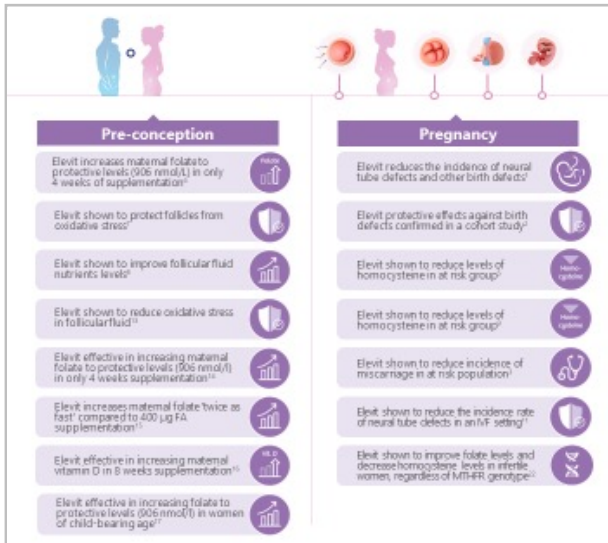
**Module 5: Elevit 3 is effective in raising the B-carotene status of maternal milk**

**Module 6: Elevit 3 is safe and well tolerated**

**Module 7: Elevit 3 contains a comprehensive multi-nutrient formulation developed according to international recommendations**

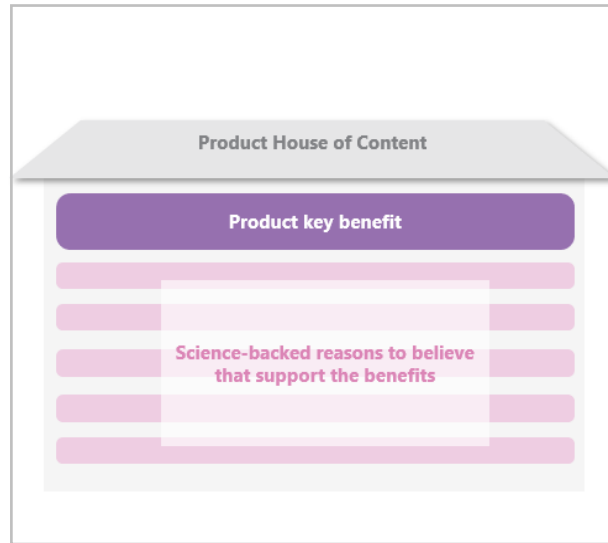
**Module 8: Elevit 3 provides a tailored nutritional formulation for breastfeeding mothers and their babies**

# Summary

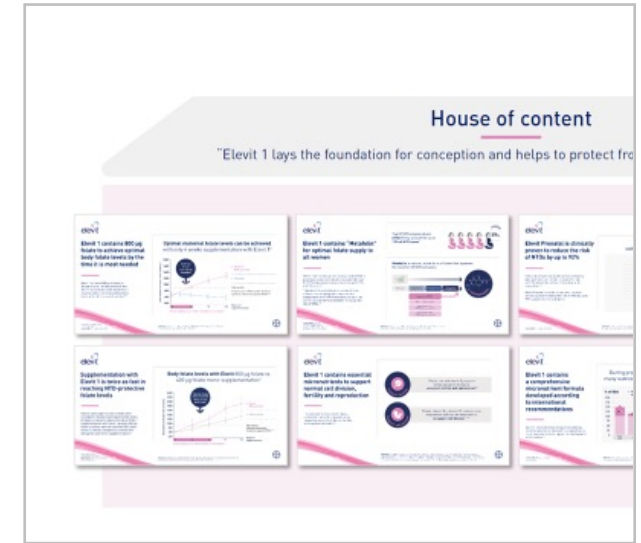


With 22 clinical trials to date\*, Elevit is **backed by strong scientific evidence**, setting the foundation of our communication to HCPs.

\*As of July 2023.



A **House of Content** for each Elevit product summarises all the relevant scientific evidence. Each House of Content is interconnected, laddering up to the brand purpose.



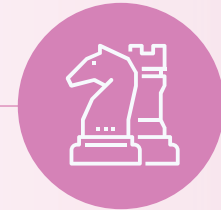
The House of Content translates into **Modules**<sup>†</sup> that visualise the scientific information. Modules can be used alone or in combination to develop customised messages and assets for HCPs.

<sup>†</sup>Modules<sup>†</sup> are editable files that can be downloaded via eDAM.





## 4. HCP communication strategy



Our communication strategy is based on the global level of understanding around different **HCP attitudes and behaviours** towards Elevit.

While the HCP insights might vary depending on country, culture, persona, etc., the proposed attitudes/behaviours are 'common' and therefore globally applicable.

To capture the different attitudes and develop a coherent communication plan, the current golden standard of the '**4-step adoption ladder**' is used as an example for HCP segmentation.

*Although alternative local segmentations are possible, the examples provided in this toolkit can inspire or can be easily adapted to local needs.*

## What is the 4-step adoption ladder?

The adoption ladder is a **strategic framework to achieve behaviour change in our target customers – our HCPs.**

To achieve this, we must first **identify the current behaviour and position of an HCP on the adoption ladder.** We can then tailor communications and messages **to drive a specific behavioural change** and move the HCP up the ladder.



# Global HCP communication strategy

The proposed strategy builds on simple but universally recognisable HCP behavioural attitudes and proposes a structured approach to influence their recommendation. The examples are intended as 'educational models' and can be easily adapted by countries based on their local HCP segmentation, behaviour and JTBD

Current behaviour



Desired behaviour



JTBD

## Awareness

Currently not considering prenatal multivitamin supplements for their planning/pregnant patients

Considers recommending Elevit 1/Pronatal to their planning/pregnant patients

**FROM** currently prescribing a mono-therapy (e.g., folate only)  
**TO** considering Elevit 1/Pronatal  
**BY** introducing Elevit's comprehensive formula, aligned to international recommendations, rich in folate and with clinically proven efficacy and safety

## Consideration

Recommends competitor prenatal multivitamin supplements and not considering Elevit for their planning/pregnant patients

Starts to trial Elevit 1/Pronatal with their planning/pregnant patients

**FROM** currently prescribing a competitor supplement  
**TO** trialling Elevit 1/Pronatal  
**BY** comparing Elevit with competitors in terms of superior composition (e.g., special ingredients) and clinical data demonstrating Elevit's efficacy and safety

## Trial

Recommends Elevit 1/Pronatal to their planning/pregnant patients together with other competitive products

Trials the new Elevit range beyond Elevit 1/Pronatal by trialling Elevit 2

**FROM** currently prescribing Elevit 1/Pronatal  
**TO** trialling the whole Elevit range, starting with Elevit 2  
**BY** reinforcing the different stages and needs in pregnancy, the importance of DHA and the clinical evidence supporting Elevit 2

## Preference

Recommends the full Elevit range for their planning/pregnant patients

Considers broadening the range of patients to whom they recommend Elevit

**FROM** currently prescribing Elevit for normal pregnancies  
**TO** also considering the brand for certain at-risk pregnancies  
**BY** presenting the scientific and clinical evidence of the range for women requiring special care due to co-morbidities (such as poor fertility, MTHFR polymorphism, pre-eclampsia, risk of anaemia) as well as the Menevit male range





## 5. Using the modular content



To drive the desired behaviour change as defined within the adoption ladder, **tailored messages** can be developed that address the corresponding job to be done (JTBD).

To facilitate the development of these messages, a supporting **'elevator pitch' template** is provided. The template helps to assemble a message that truly addresses the JTBD.

The resulting message **represents the basis for the development of the final assets** that will be used in the communication to HCPs in different **channels**.

This section provides examples of tailored messages and assets focusing on the **Awareness stage**; however, the same process can be applied to any other adoption step.

# Moving the HCP up the ladder

Example: from 'Awareness' to 'Consideration'



At this first stage, we understand that the HCP has **no/low awareness** in **prescribing prenatal multivitamins or Elevit** for their planning/pregnant patients (e.g., they are focused on plain folic acid or mono-therapies only)



We want the HCP to **consider recommending Elevit Pronatal** to their new planning/pregnant patients



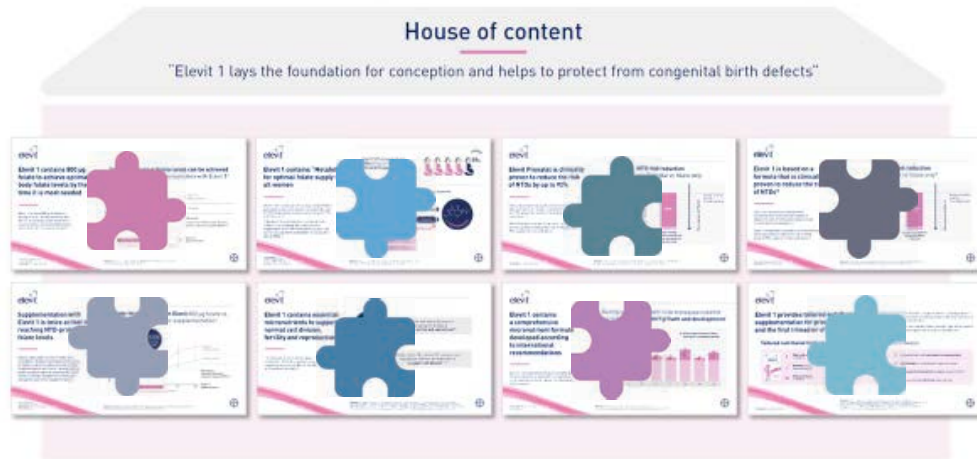
To achieve this, we want to engage with the HCP using a **customised message** about Elevit Pronatal's comprehensive formula aligned with **international recommendations, rich in folate and with clinically proven efficacy and safety**



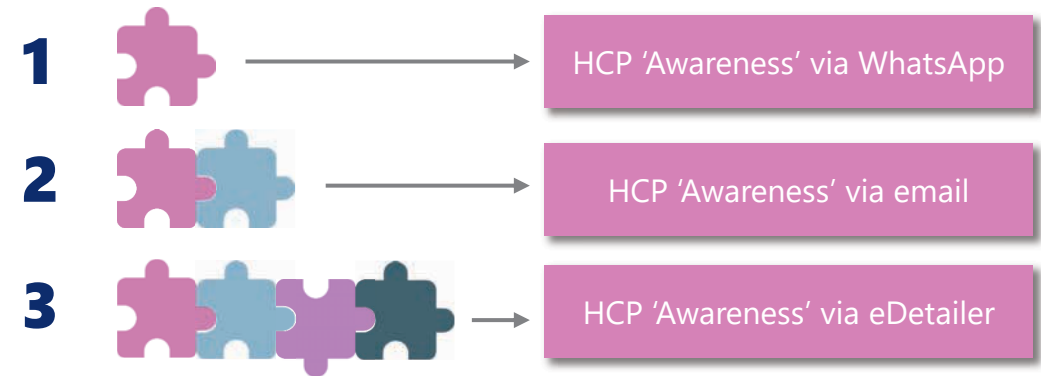
# How to use the 'modules'

The 'modules' can be used like Lego/puzzle blocks that can be combined in different ways to transform simple information (modules) into customised narratives (messages)

**From:**  
individual 'modules'



**To**  
HCP 'messages' customised  
for different channels



# Developing an engaging and relevant HCP message

The Elevator Pitch template can facilitate the development of a well-structured message

## Background

- Job to be done (Awareness stage)
- Country strategic insights (example)

Move the gynaecologist **FROM** currently prescribing a mono-therapy (e.g., folate only) **TO** considering Elevit Pronatal **BY** introducing Elevit's comprehensive formula, aligned with international recommendations, rich in folate and with clinically proven efficacy and safety.

*A significant section of Mexican gynaecologists are in the 'Awareness' stage, focusing on plain folic acid (because they are insufficiently informed about the benefits of prenatal multivitamins)*

## Elevator pitch template

➤ Start message with a 'reason to engage' linked to a local insight

➤ **Product's key benefit** (expressed in a way to link back to the content catalyst)

➤ **Product's 'Reasons to Believe'** supporting the product's benefit

Did you know that in addition to folate, the need for several other micronutrients is increased by up to 150% during pregnancy? This can be difficult to cover with diet alone, putting women planning for a pregnancy at risk of multiple nutritional inadequacies [MODULE 1.3.1; combined with local inadequacies data].

Elevit Pronatal provides a tailored nutritional formulation for preconception and the first trimester of pregnancy [MODULE 1.3.2]

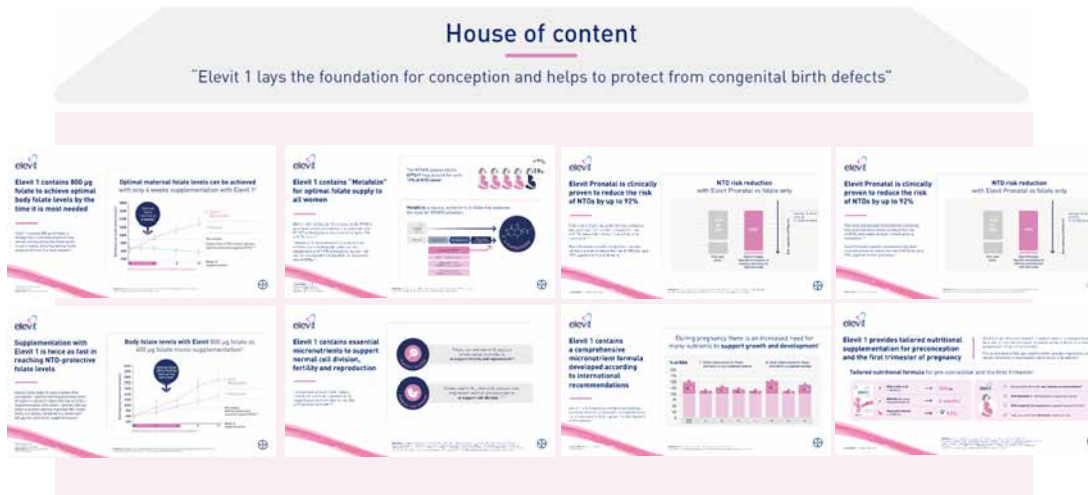
- Elevit Pronatal contains a comprehensive micronutrient formula developed according to international recommendations [MODULE ON LOCAL COMPOSITION DATA]
- Elevit Pronatal contains 800 µg folate shown to help achieve optimal protective body folate levels by the time it is most needed [MODULE 1.1.2]
- Elevit Pronatal is clinically proven to reduce the risk of NTDs by up to 92% [MODULE 1.1.4]



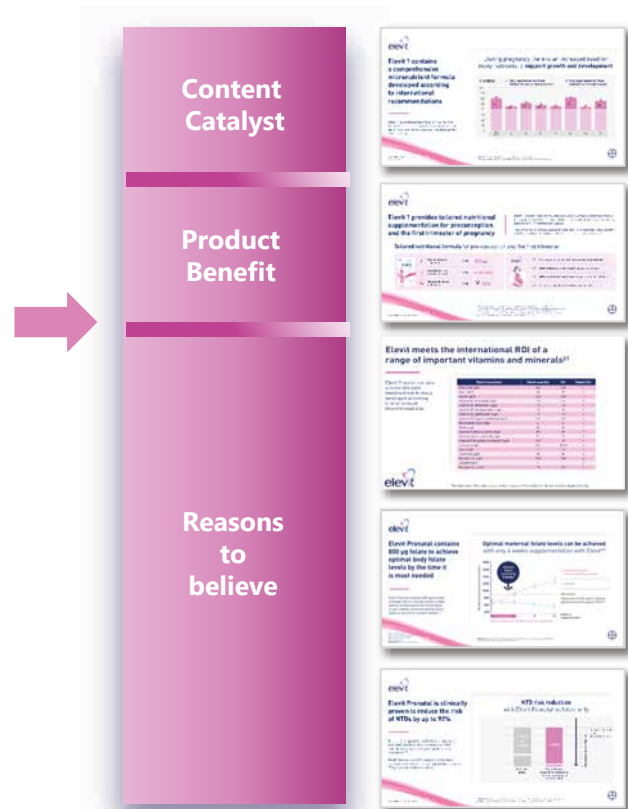
# Developing 'assets'

The 'message' represents the basis for the development of the 'assets' that will be used in the communication to HCPs. Assets can be easily developed by combining the relevant modules and formatted to fit the targeted communication channel

## The Modules



## The Message

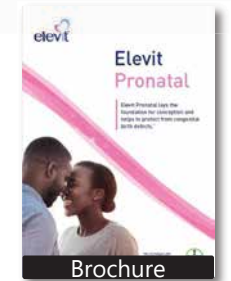


## The Assets

**MODULE 1.3.1**



**MODULE 1.3.2**



**LOCAL DATA**

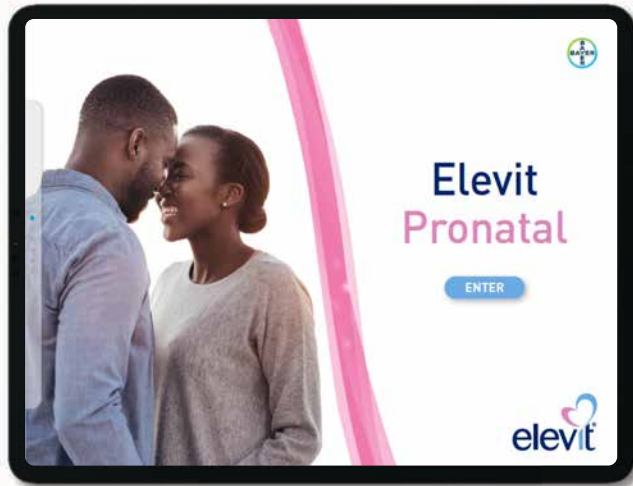
**MODULE 1.1.2**

**MODULE 1.1.4**

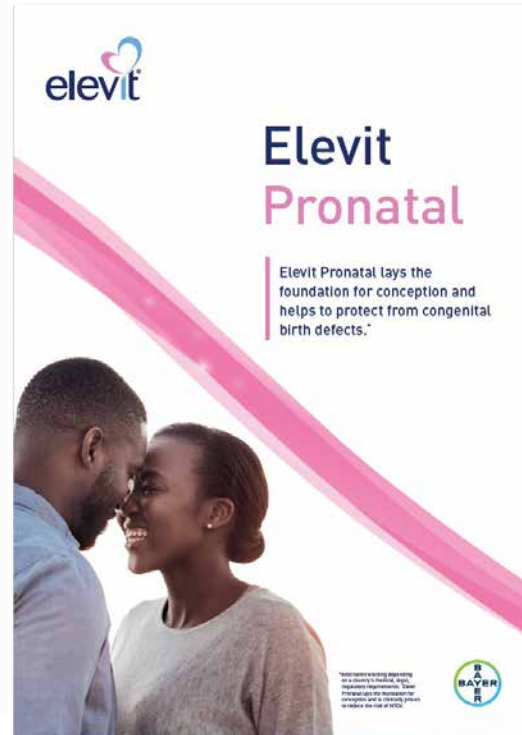


# Asset examples

These examples show how a 'message' developed with the support of the 'Elevator Pitch Frame' translates into assets fitting different channels such as an eDetailer, Brochure or email. These assets are also available in eDAM and can be easily adapted to reflect local insights



F2F eDetailer



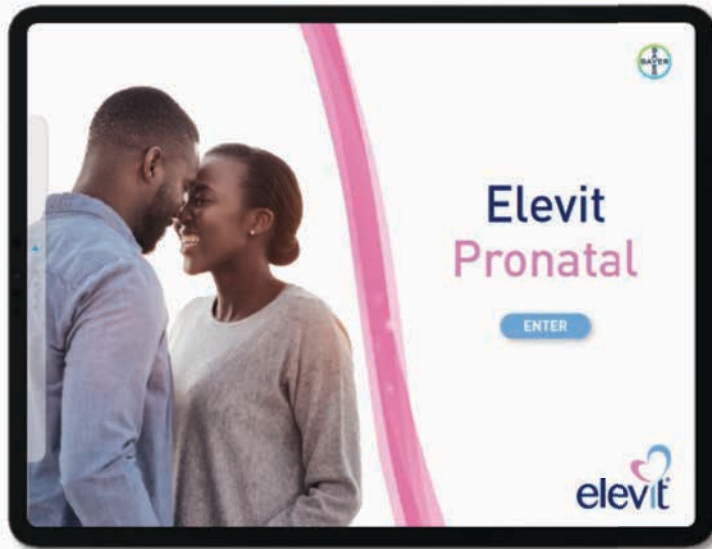
Brochure



Electronic direct mail (eDM)

# Example: eDetailer

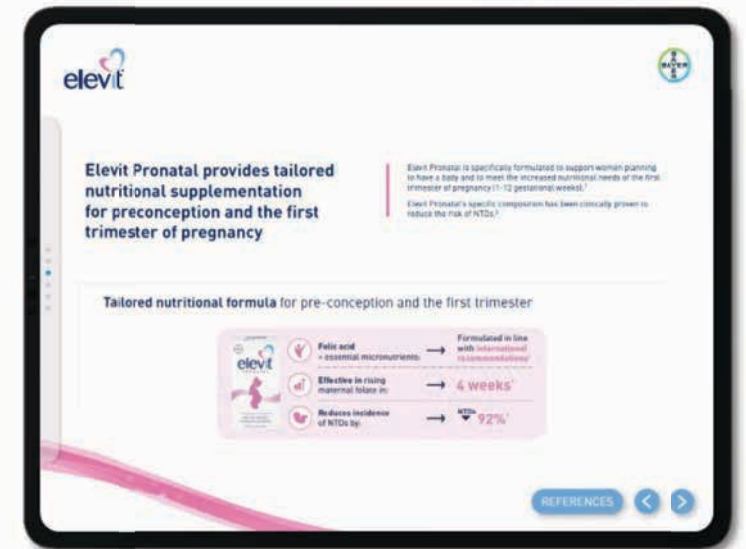
How to localise the provided asset



Update product name based on local requirement



Update nutritional insight (e.g., inadequacies) based on local data. In the example, nutritional deficits are based on Hungarian data

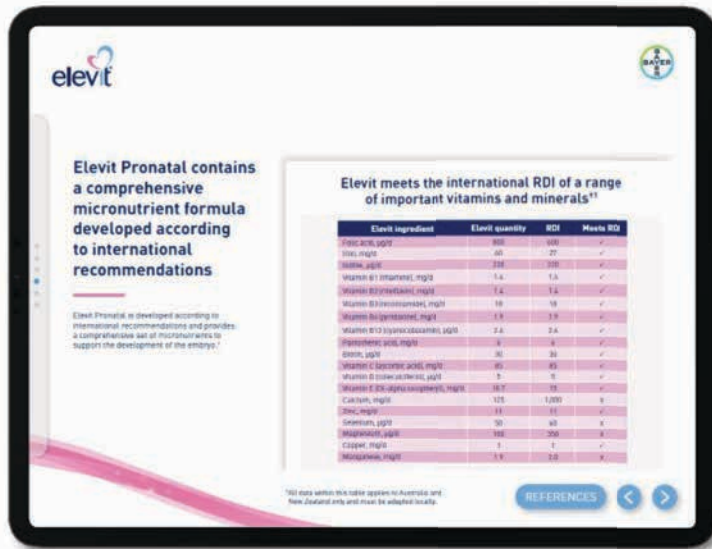


The references and abbreviations for each module have been placed into a pop-up tab

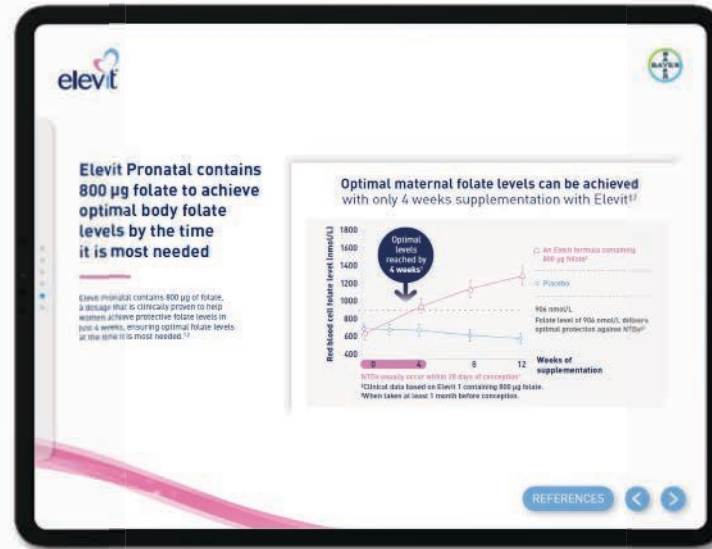
This example eDetailer is available to download on eDAM

# Example: eDetailer

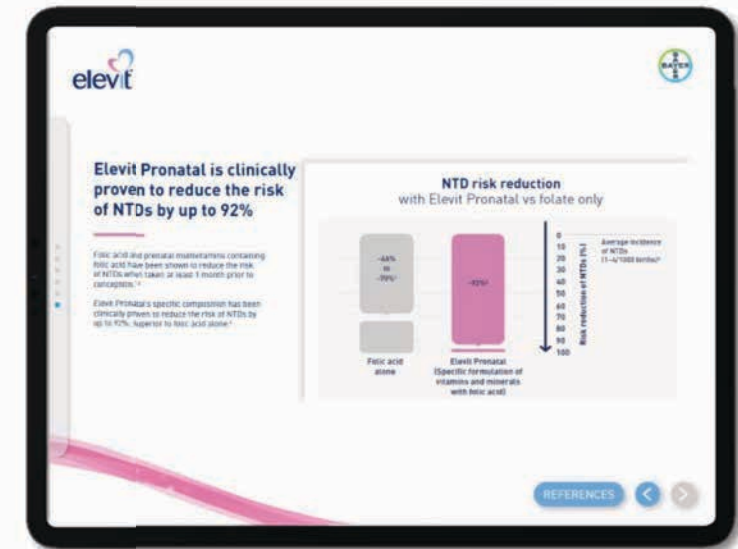
How to localise the provided asset



Update 'composition', 'RDI values' and 'Meets RDI', based on local data. In the example shown, RDIs are based on US National Academies Press 2006 and the Australian/NZ Elevit composition



If Elevit Pronatal is not locally marketed, replace this module with Elevit 1 messaging on rich folate levels [MODULE 1.1.1]



If Elevit Pronatal is not locally marketed, replace this module with Elevit 1 messaging on NTD risk [MODULE 1.1.5]

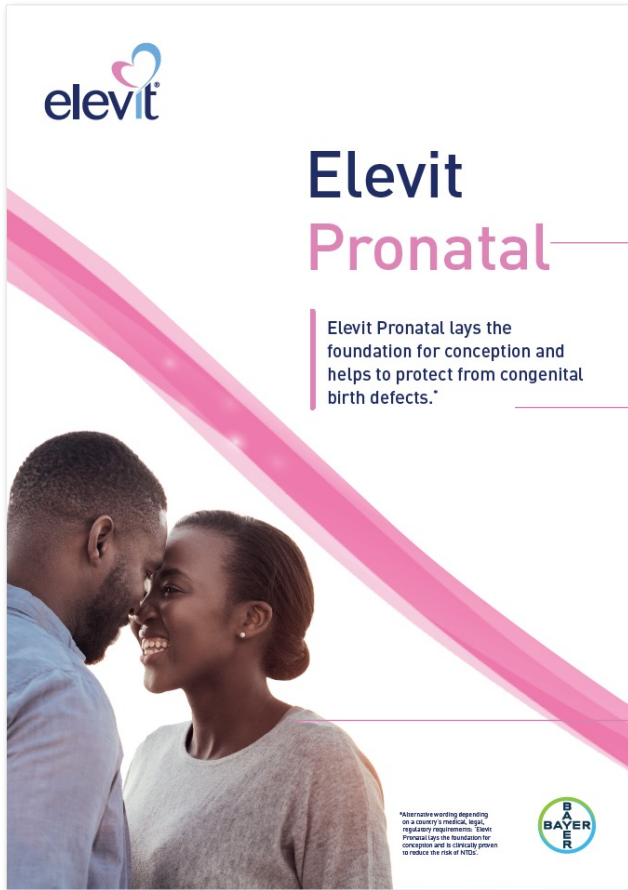
This example eDetailer is available to download on eDAM



# Example: Brochure

How to localise the provided asset

Front cover



Elevit  
Pronatal

Elevit Pronatal lays the foundation for conception and helps to protect from congenital birth defects.\*



\*Nutritional benefits depending on a country's medical, legal, regulatory requirements. Elevit Pronatal lays the foundation for conception and is clinically proven to reduce the risk of NTDs.

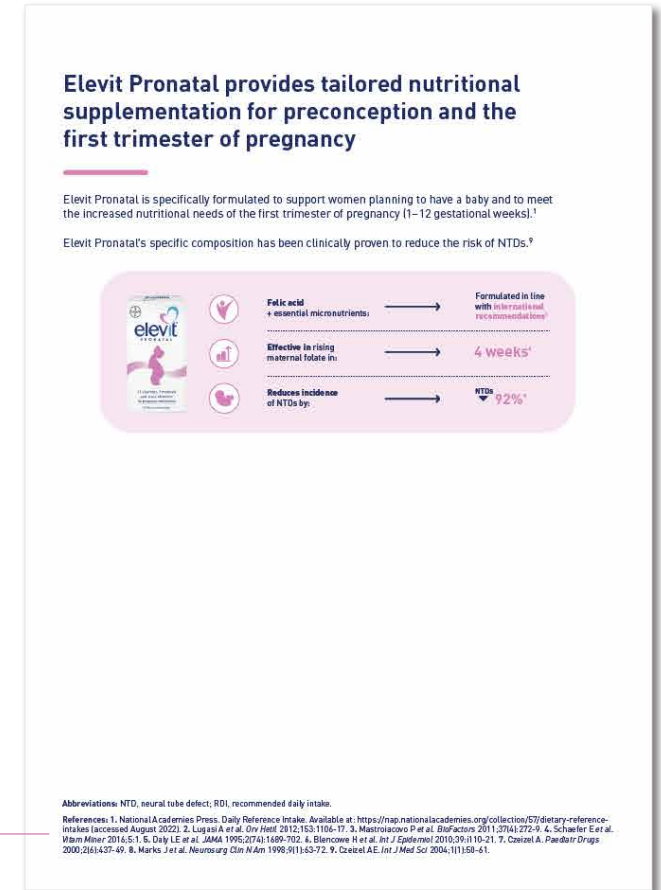
Update product name based on local requirements

Update introduction to reflect the targeted product

Update patient imagery to reflect country population

Example brochure is available to download on eDAM

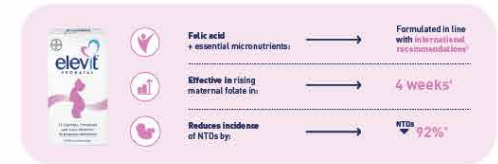
Back cover



Elevit Pronatal provides tailored nutritional supplementation for preconception and the first trimester of pregnancy

Elevit Pronatal is specifically formulated to support women planning to have a baby and to meet the increased nutritional needs of the first trimester of pregnancy (1-12 gestational weeks).<sup>1</sup>

Elevit Pronatal's specific composition has been clinically proven to reduce the risk of NTDs.<sup>2</sup>



Abbreviations: NTD, neural tube defect; RDI, recommended daily intake.

References: 1. National Academies Press. Daily Reference Intake. Available at: <https://nap.nationalacademies.org/collection/57/dietary-reference-intakes> (accessed August 2022). 2. Laganà A et al. *Obstet Gynecol* 2012;115(2):1106-17. 3. Mastroiaco P et al. *BioFactors* 2011;27(4):272-9. 4. Schaefer East et al. *Wom Miner* 2016;5:1. 5. Daly LE et al. *JAMA* 1995;274:1689-702. 6. Blencowe H et al. *Int J Epidemiol* 2010;39:110-21. 7. Czeizel A. *Paediatr Drugs* 2000;21(6):437-49. 8. Marks J et al. *Neurosurg Clin N Am* 1998;9(1):63-72. 9. Czeizel AE. *Int J Med Sci* 2004;1(1):58-61.

Renumber references throughout piece based on the content used



# Example: Brochure

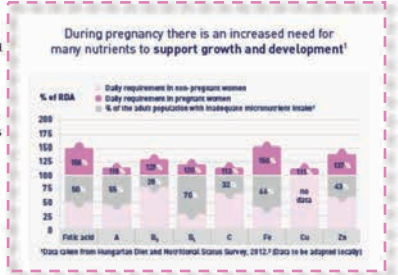
How to localise the provided asset  
Inside spread

Example brochure is available to download on eDAM

**Elevit Pronatal contains a comprehensive micronutrient formula developed according to international recommendations**

Did you know that in addition to folate, the need for several other micronutrients is increased by up to 150% during pregnancy?<sup>2</sup>

It can be difficult to cover the increased daily requirements for micronutrients through diet alone, meaning women planning for a pregnancy are at risk of multiple nutritional inadequacies.<sup>2</sup>



**Elevit meets the international RDI of a range of important vitamins and minerals<sup>1</sup>**

Elevit Pronatal contains a comprehensive micronutrient formula developed according to international recommendations.<sup>1</sup>

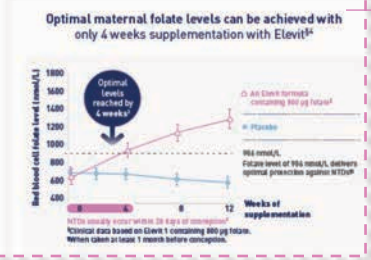
Elevit ingredient	Elevit quantity	RDI	Meets RDI
Folic acid, µg	800	450	✓
Iron, mg	40	27	✓
Niacin, µg	220	220	✓
Vitamin B1 (thiamine), mg	1.4	1.4	✓
Vitamin B2 (riboflavin), mg	1.4	1.4	✓
Vitamin B3 (niacinamide), mg	18	18	✓
Vitamin B6 (pyridoxine), mg	1.9	1.9	✓
Vitamin B12 (cyanocobalamin), µg	2.6	2.6	✓
Pantothenic acid, mg	4	4	✓
Biotin, µg	30	30	✓
Vitamin C (ascorbic acid), mg	85	85	✓
Vitamin D (cholecalciferol), µg	5	5	✓
Vitamin E (DL-alpha tocopherol), mg	10.7	15	✓
Calcium, mg	125	1,000	x
Zinc, mg	11	11	✓
Selenium, µg	50	50	✓
Magnesium, µg	101	300	x
Copper, mg	1	1	✓
Manganese, mg	1.9	2.0	x

All data within this table applies to Australia and New Zealand only and must be adapted locally.



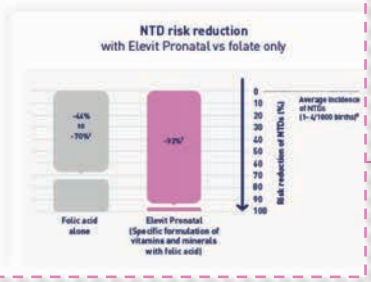
**Elevit Pronatal contains 800 µg folate to achieve optimal body folate levels by the time it is most needed**

Elevit Pronatal contains 800 µg of folate, a dosage that is clinically proven to help women achieve protective folate levels in just 4 weeks, ensuring optimal folate levels at the time it is most needed.<sup>3,4</sup>



**Elevit Pronatal is clinically proven to reduce the risk of NTDs by up to 92%**

Folic acid and prenatal multivitamins containing folic acid have been shown to reduce the risk of NTDs when taken at least 1 month prior to conception.<sup>5,6</sup>



Elevit Pronatal's specific composition has been clinically proven to reduce the risk of NTDs by up to 92%, superior to folic acid alone.<sup>9</sup>

Update nutritional deficiencies based on local data

Update table based on local product's composition, RDI and comparison

If Elevit Pronatal is not locally marketed, replace this module with Elevit 1 messaging on rich folate levels [MODULE 1.1.1]

Replace content with Elevit 1 messaging on NTD risk reduction if Elevit Pronatal not marketed in local country [MODULE 1.1.5]



# Elevit Pronatal

Tailored nutritional formula for pre-conception and the first trimester

## Email example

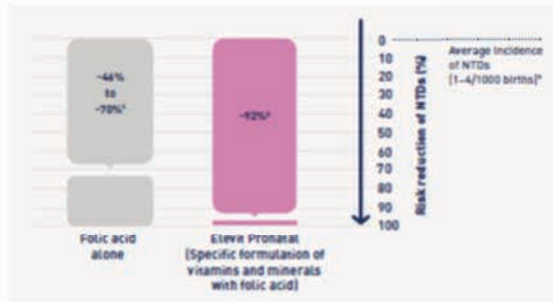
How to localise the provided asset

Did you know that in addition to folate, the need for several other micronutrients is increased by up to 150% during pregnancy?<sup>1</sup>

This can put women planning for a pregnancy at risk of multiple nutritional inadequacies.<sup>2</sup>

Elevit Pronatal has been developed according to international recommendations and provides a comprehensive set of micronutrients including 800 µg folate.<sup>1</sup> Elevit Pronatal is clinically proven to reduce the risk of NTDs by up to 92%, superior to folic acid alone.<sup>3</sup>

NTD risk reduction with Elevit Pronatal vs folate only



Elevit Pronatal lays the foundation for conception and helps to protect against congenital birth defects. To learn more, visit [www.elevit.com](http://www.elevit.com).

The primary prevention of birth defects: Multivitamins or folic acid?

Czeizel AE. *Int J Med Sci* 2004;1(1):50-61.

[ACCESS THE FULL PAPER HERE](#)

Kind regards

Luca Barella  
Science Communication & Marketing Lead

References: 1. National Academies Press. Daily Reference Intake. Available at: <http://nap.nationalacademies.org/collection/ET/reference-intakes> (accessed August 2022). 2. Lugasi et al. *Obstet Gynecol* 2012;113:1125-17. 3. Czeizel AE. *Int J Med Sci* 2004;1(1):50-61. 4. Blencowe H et al. *Int J Epidemiol* 2010;39:1110-21. 5. Czeizel A. *Paediatr Drugs* 2000;2(6):437-48. 6. Marks J et al. *Neurosurg Clin N Am* 1998;9(1):63-72.

**Engage:** Start by creating engagement linked to local insights

(e.g., Insight: 'A significant section of the Mexican gynaecologists are in the Awareness stage, focusing on plain folic acid because they are insufficiently informed about the benefits of prenatal multivitamins').

**Brand message:** Provide a solution to solve the need described in the Engage message

**Reason to believe:** Visualise the RTB to support understanding and credibility

**Call to action:** Reinforce the brand's main claim and conclude with a call to action to engage with us

**Sign-off**

**References/mandatories**

## 6. Appendix



Here you will find **an overview of all the modules and assets currently available** for use with more being added over 2023 and beyond.

Source files and literature for the modules **can be downloaded from eDAM** at the link below.



[Aprimo DAM](#)



# First 1000 days and beyond

---

Key messages

# First 1000 days and beyond\*

## House of content

0.1

### The first 1000 days of life and beyond\*

The time from pre-conception to a child's second year of life represents a critical window to lay the foundations for lifelong development and health.

0.2

### The importance of nutrition in the first 1000 days of life and beyond\*

The right nutrition and care before conception and during the first 1000 days will significantly shape a baby's ability to grow, learn and thrive.

0.3

### Elevit supports the nutritional needs in the first 1000 days and beyond\*

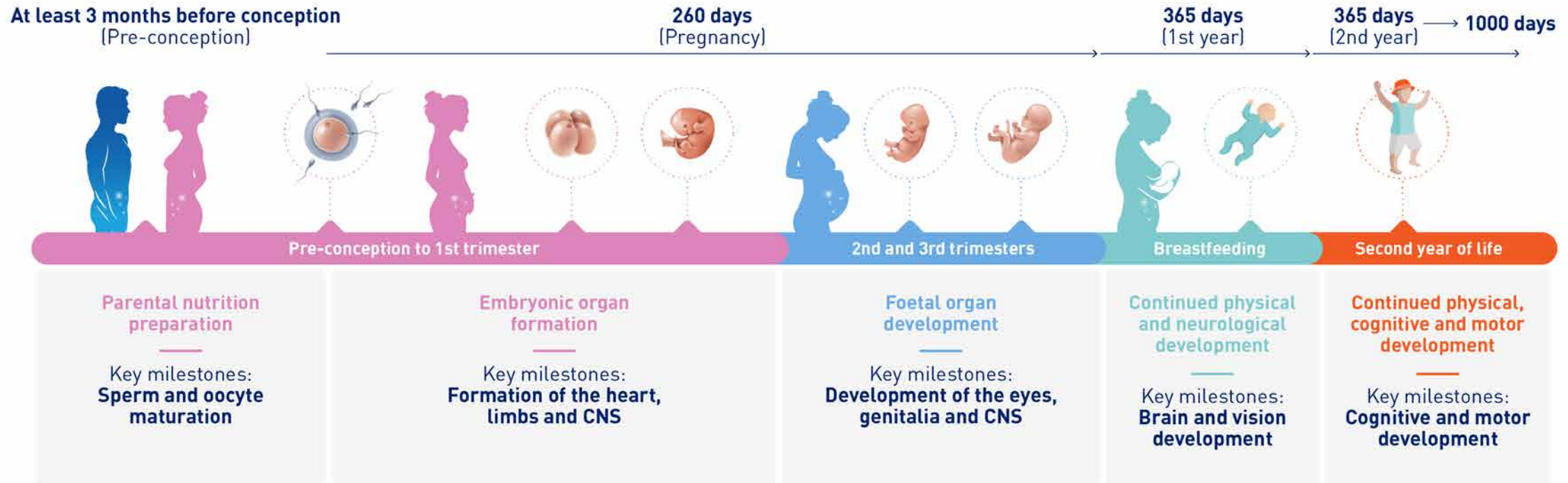
The supplement range from Elevit supports the nutritional needs of the parents-to-be, the breastfeeding mother and child across the different stages of the first 1000 days of life and beyond.

\*Parents-to-be can support the health of their child during and 'beyond' the first 1000 days. Adequate nutritional levels in the body at conception make a fundamental contribution towards the baby's lifelong health.

# The first 1000 days of life and beyond\*



The time from pre-conception to a child's second year of life represents a critical window to lay the foundations for lifelong development and health.<sup>1-3</sup>



\*Parents-to-be can support the health of their child during and 'beyond' the first 1000 days. Adequate nutritional levels in the body at conception make a fundamental contribution towards the baby's lifelong health.

Abbreviation: CNS, central nervous system.

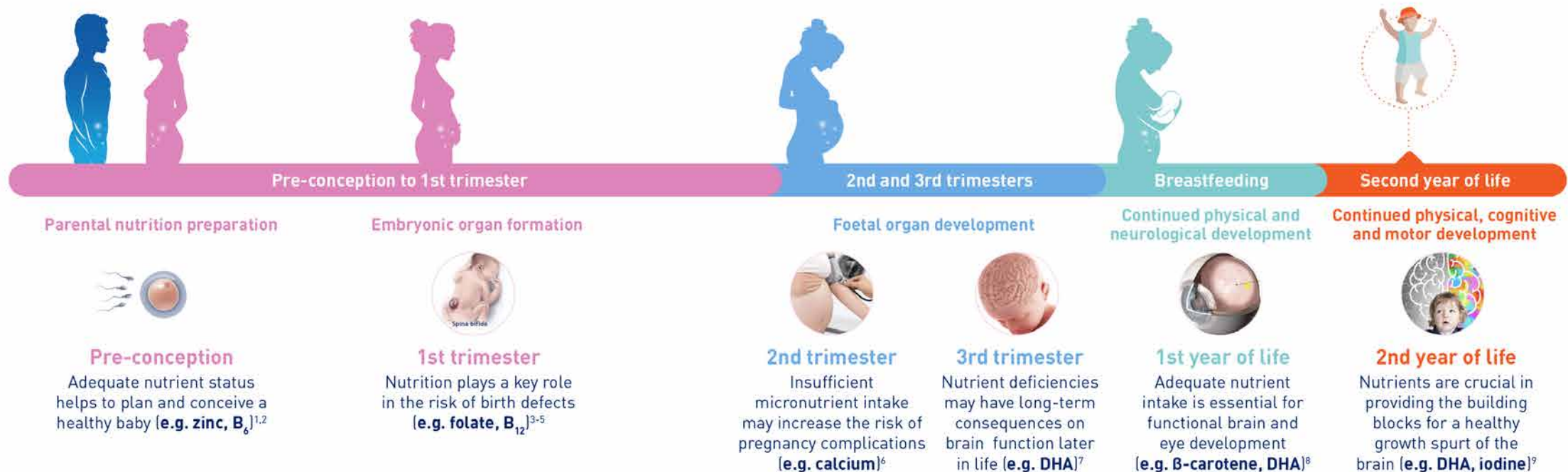
References: 1. Linnér A, Almgren M. *Acta Paediatr* 2020;109(3):443-52. 2. Schwarzenberg SJ, Georgieff MK. *Pediatrics* 2018;141(2):e20173716. 3. Häggström M. *WJM* 2014;1[2].



# The importance of nutrition in the first 1000 days of life and beyond\*



The right nutrition and care before conception and during the first 1000 days will significantly shape a baby's ability to grow, learn and thrive.<sup>1-9</sup>



\*Parents-to-be can support the health of their child during and 'beyond' the first 1000 days. Adequate nutritional levels in the body at conception make a fundamental contribution towards the baby's lifelong health.

**Abbreviation:** DHA, docosahexaenoic acid.

**References:** 1. European Commission. *EFSA Journal* 2009;7(9):1213. 2. Ebisch IMW *et al. Human Reprod Update* 2017;13(2):163-74. 3. Blencowe H *et al. Int J Epidemiol* 2010;39:i110-121. 4. Czeizel A. *Paediatr Drugs* 2000;2(6):437-49. 5. Marks J *et al. Neurosurg Clin N Am* 1998;9(1):63-72. 6. Hofmeyr GJ *et al. Cochrane Database Syst Rev* 2018;10(10):CD001059. 7. Basak S *et al. Nutrients* 2020;12(12):3615. 8. EU Register. Nutrition and Health Claims. Available at: [ec.europa.eu/food/safety/labelling](http://ec.europa.eu/food/safety/labelling) [accessed December 2022]. 9. Morse NL. *Nutrients* 2012;4:799-840.



# Elevit supports the nutritional needs in the first 1000 days and beyond\*



Elevit's supplement range supports the nutritional needs of parents-to-be, the breastfeeding mother and child across the different stages of **the first 1000 days of life and beyond.\***



**Menevit** is a one-a-day multivitamin and mineral supplement specially formulated to support male reproductive health during pre-conception.



**Elevit 1** is a one-a-day multivitamin and mineral supplement created to help women who are trying to conceive and to meet the increased nutritional demand of the first trimester of pregnancy.



**ELEVIT 2** is a specifically formulated all-in-one multivitamin and mineral supplement with DHA, to support brain and eye development of the baby.

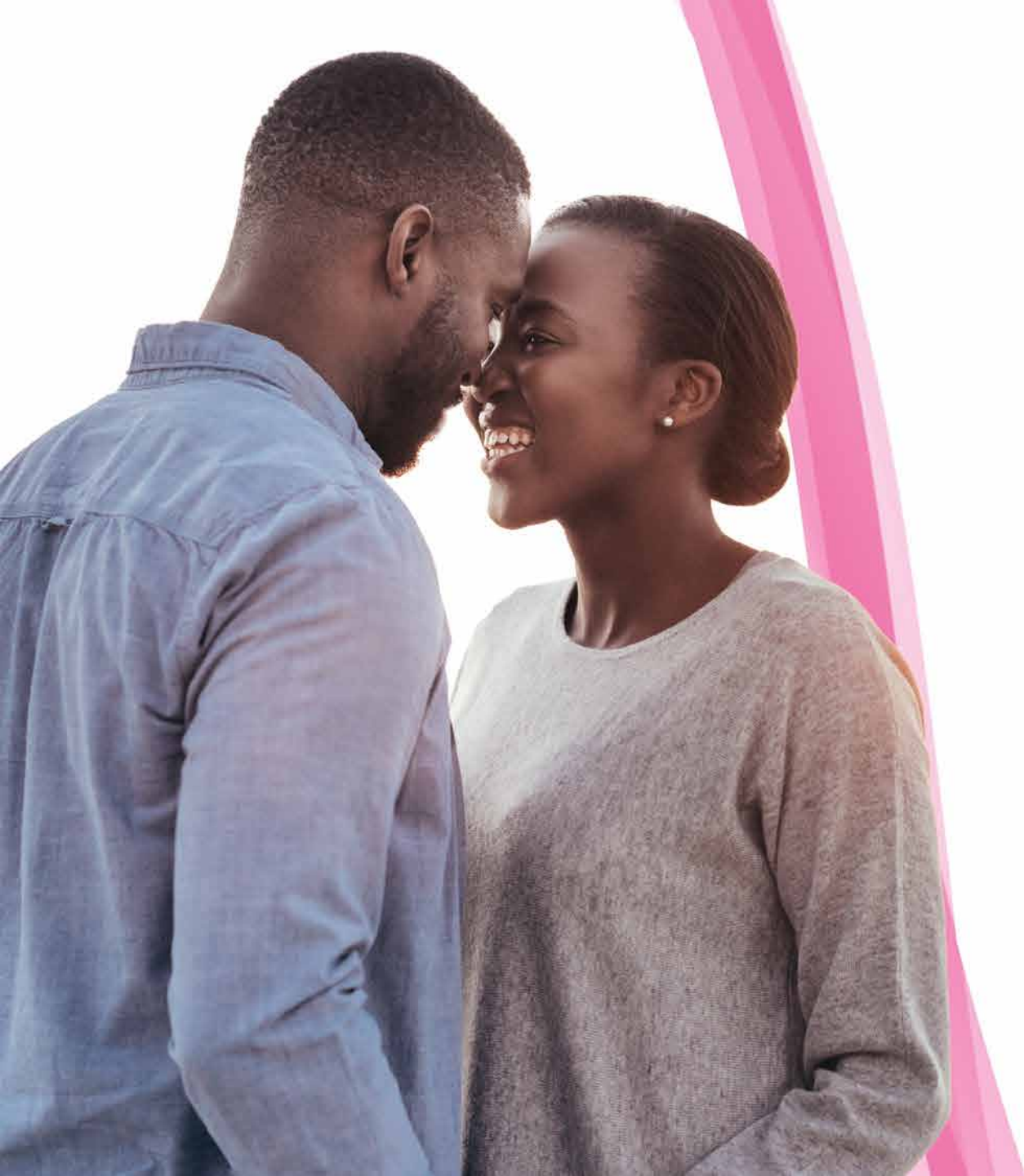


**ELEVIT 3** is an all-in-one multivitamin and mineral supplement formulated to meet the specific needs of breastfeeding mothers. It contains DHA, lutein and other micronutrients, all of which play a role in healthy brain and vision development of the baby.

\*Parents-to-be can support the health of their child during and 'beyond' the first 1000 days. Adequate nutritional levels in the body at conception make a fundamental contribution towards the baby's lifelong health.

**Abbreviation:** DHA, docosahexaenoic acid.





# Elevit 1 Pronatal

Product messages



# Elevit<sup>®</sup> 1 / Pronatal

## House of content

“Elevit 1/Pronatal lays the foundation for conception and helps to protect from congenital birth defects”

### Risk reduction of NTDs

1.1

1.1.1 Elevit 1 **contains 800 µg folate** (rich in folate)

1.1.2 Elevit Pronatal **contains 800 µg folate** (rich in folate)

1.1.3 Elevit 1 **contains “Metafolin”** (or L-methylfolate) – folate protection to all women

1.1.4 Elevit Pronatal is clinically proven to **reduce the risk of NTDs by up to 92%**

1.1.5 Elevit 1 is based on a formula that is **clinically proven to reduce the risk of NTDs**

1.1.6 Elevit 1 is **2x faster** in reaching NTD-protective folate levels

### Support of reproductive health

1.2

1.2.1 Elevit 1 **contains essential micronutrients** to support normal cell division, fertility and reproduction

1.3

### Comprehensive micronutrient formula

1.3.1 Elevit 1 **contains a comprehensive micronutrient formula**, according to international recommendations

1.3.2 Elevit 1 provides a **tailored nutritional formulation** for preconception and the first trimester of pregnancy

1.4

### Convenience

1.4.1 Elevit 1 is a convenient to take, **all-in-one tablet**

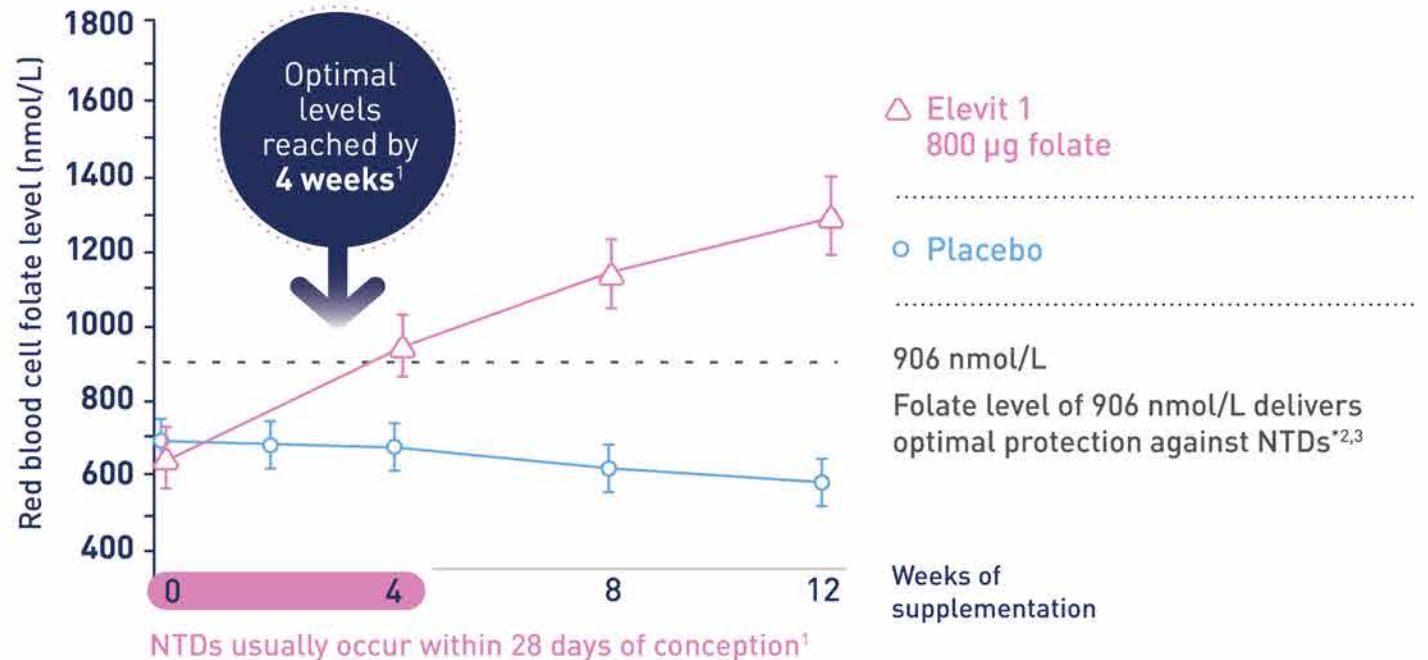


## Elevit 1 contains 800 µg folate to achieve optimal body folate levels by the time it is most needed

Elevit 1 contains 800 µg of folate, a dosage that is clinically proven to help women achieve protective folate levels in just 4 weeks, ensuring optimal folate levels at the time it is most needed.<sup>1,2</sup>

\*When taken at least 1 month before conception.  
Abbreviation: NTD, neural tube defect.

## Optimal maternal folate levels can be achieved with only 4 weeks supplementation with Elevit 1<sup>2</sup>



References: 1. Mastroiacovo P et al. *BioFactors* 2011;37(4):272-279. 2. Schaefer E et al. *Vitam Miner* 2016;5:1. 3. Daly LE et al. *JAMA* 1995;2(74):1689-1702.





## Elevit Pronatal contains 800 µg folate to achieve optimal body folate levels by the time it is most needed

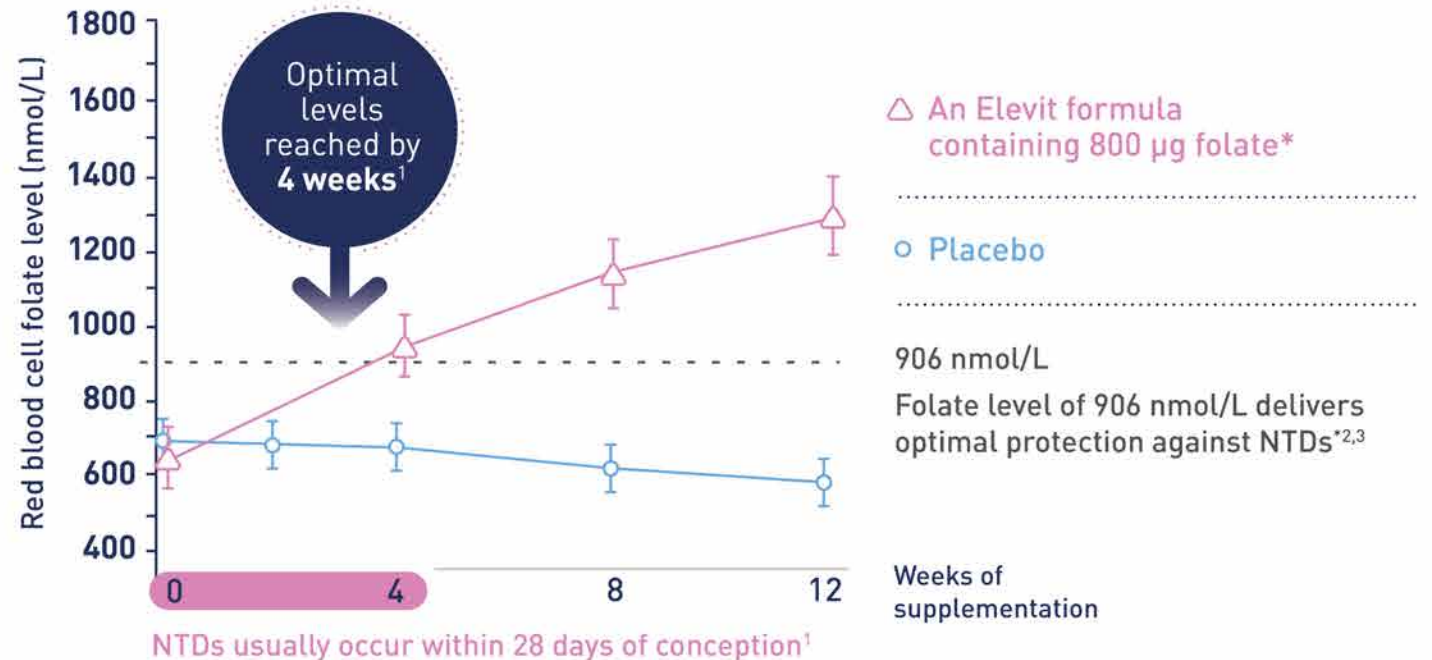
Elevit Pronatal contains 800 µg of folate, a dosage that is clinically proven to help women achieve protective folate levels in just 4 weeks, ensuring optimal folate levels at the time it is most needed.<sup>1,2</sup>

<sup>1</sup>Clinical data based on Elevit 1 containing 800 µg folate

<sup>2</sup>When taken at least 1 month before conception.

**Abbreviation:** NTD, neural tube defect.

## Optimal maternal folate levels can be achieved with only 4 weeks supplementation with Elevit\*<sup>2</sup>



References: 1. Mastroiacovo P et al. *BioFactors* 2011;37(4):272-279. 2. Schaefer E et al. *Vitam Miner* 2016;5:1. 3. Daly LE et al. *JAMA* 1995;2(74):1689-1702.





## Elevit 1 contains “Metafolin” for optimal folate supply to all women

Women with certain genetic variants in the MTHFR gene have an impaired ability to activate folic acid. MTHFR polymorphism may account for up to 19% of NTD cases.<sup>1,2</sup>

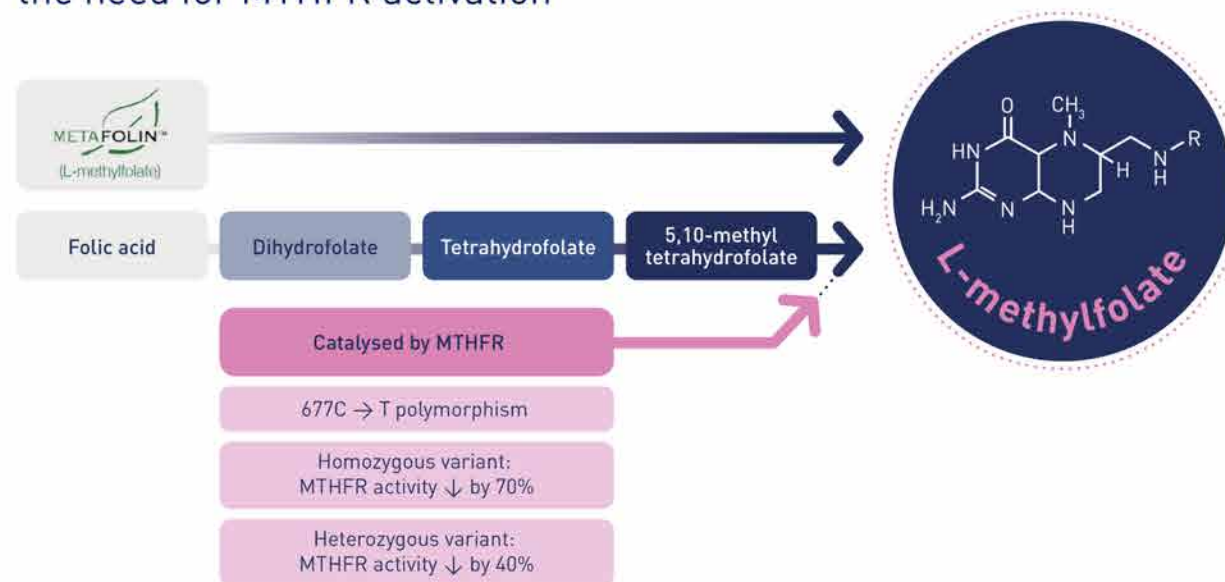
“Metafolin” (L-methylfolate) is a natural form of folate that is biologically active and thus independent of MTHFR metabolism. As such, all women can benefit from Metafolin to reduce the risk of NTDs.<sup>1,3</sup>

**Abbreviations:** MTHFR, methylenetetrahydrofolate reductase; DHFR, dihydrofolate reductase; NTD, neural tube defect.

The MTHFR polymorphism **677C>T** may account for up to **19% of NTD cases**<sup>1</sup>



**Metafolin:** a natural, active form of folate that bypasses the need for MTHFR activation



**References:** 1. Prinz-Langenohl R *et al. Brit J Pharmacol* 2009;158:2014-2021. 2. Kimura M *et al. J Nutr* 2003;134(1):48-56. 3. Czeizel A *et al. Ann Nutr Metab* 2011;58:263-271.





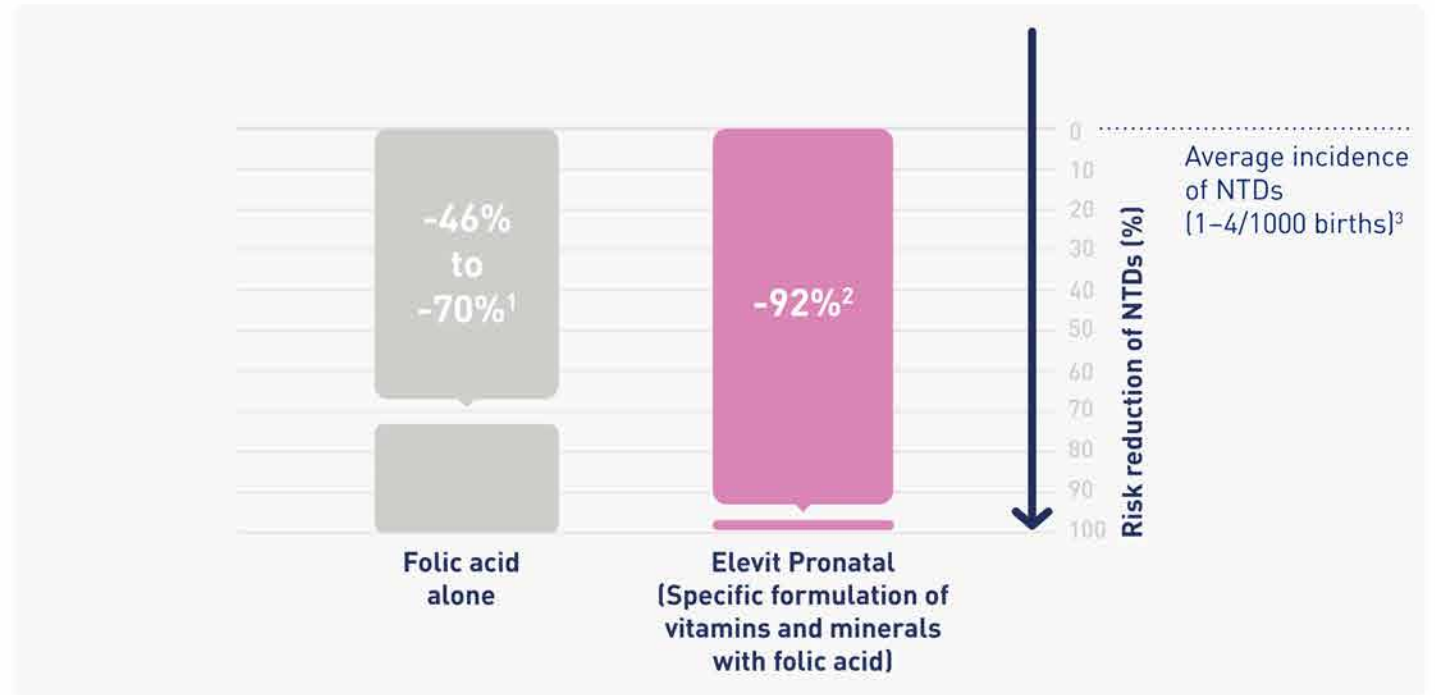
## Elevit Pronatal is clinically proven to reduce the risk of NTDs by up to 92%

Folic acid and prenatal multivitamins containing folic acid have been shown to reduce the risk of NTDs when taken at least 1 month prior to conception.<sup>1-3</sup>

Elevit Pronatal's specific composition has been clinically proven to reduce the risk of NTDs by up to 92%, superior to folic acid alone.<sup>4</sup>

Abbreviation: NTD, neural tube defect.

### NTD risk reduction with Elevit Pronatal vs folate only



References: 1. Blencowe H et al. *Int J Epidemiol* 2010;39:1110-121. 2. Czeizel A. *Paediatr Drugs* 2000;2(6):437-449. 3. Marks J et al. *Neurosurg Clin N Am* 1998;9(1):63-72. 4. Czeizel AE. *Int J Med Sci* 2004;1(1):50-61.





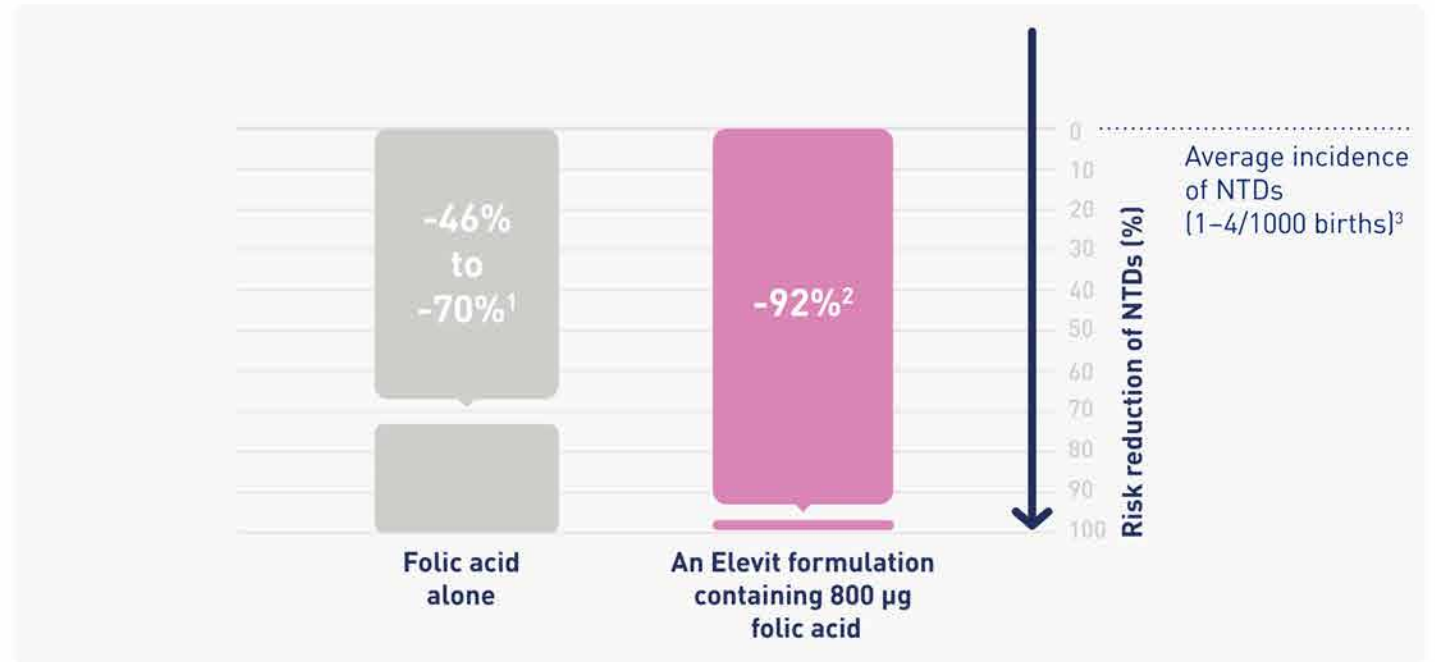
## Elevit 1 is based on a formula that is clinically proven to reduce the risk of NTDs\*

Folic acid and prenatal multivitamins containing folic acid have been shown to reduce the risk of NTDs when taken at least 1 month prior to conception.<sup>1-3</sup>

Elevit 1 composition is based on an Elevit formula clinically proven to reduce the risk of NTDs by up to 92%, superior to folic acid alone.<sup>\*4</sup>

\*Clinical data based on Elevit Pronatal.  
Abbreviation: NTD, neural tube defect.

### NTD risk reduction with Elevit vs folate only\*



References: 1. Blencowe H et al. *Int J Epidemiol* 2010;39:i110-121. 2. Czeizel A. *Paediatr Drugs* 2000;2(6):437-449. 3. Marks J et al. *Neurosurg Clin N Am* 1998;9(1):63-72. 4. Czeizel AE. *Int J Med Sci* 2004;1(1):50-61.



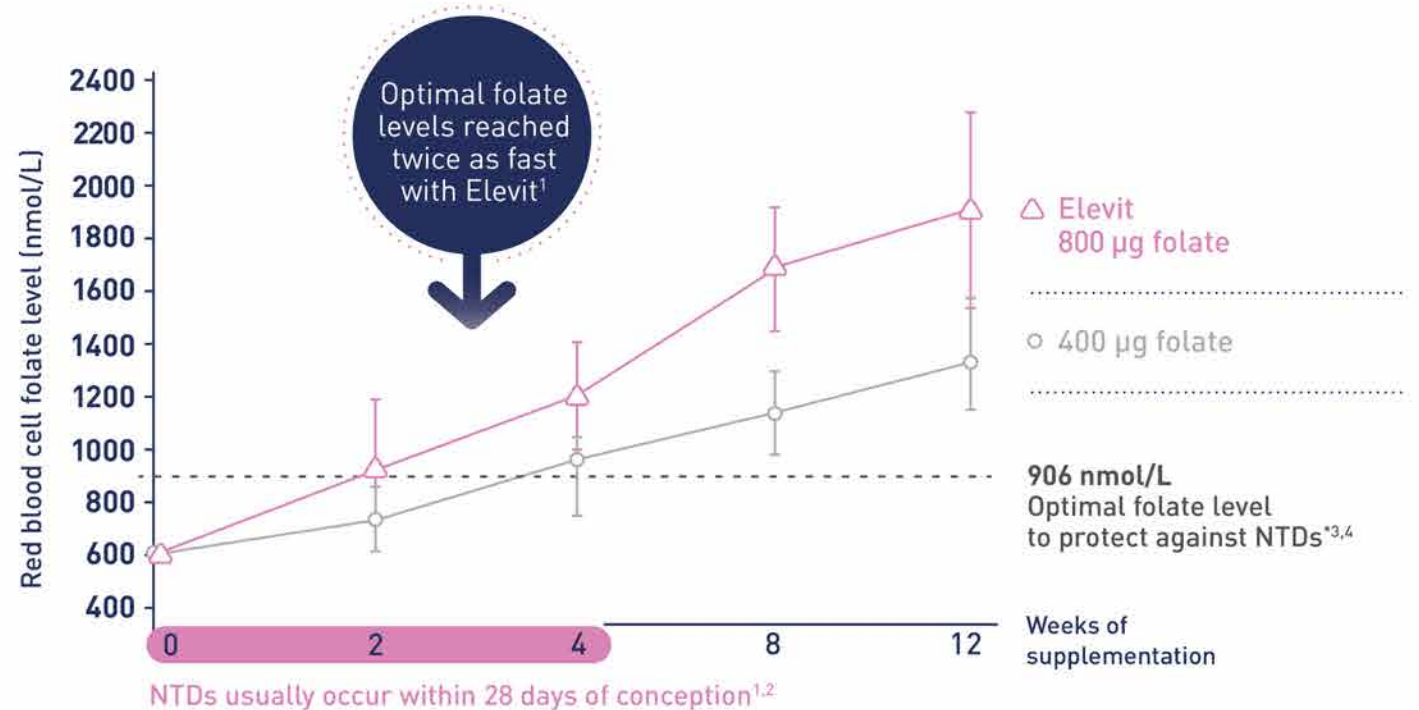


## Supplementation with Elevit 1 is twice as fast in reaching NTD-protective folate levels

Neural tubes begin to close 4 weeks after conception.<sup>1</sup> Quickly reaching protective levels of folate is crucial to reduce the risk of NTDs.<sup>1,2</sup> Supplementation with Elevit 1 provides 800 µg folate to achieve optimal maternal RBC folate levels in 2 weeks compared to 4 weeks with 400 µg folic acid mono-supplementation.<sup>1</sup>

\*When taken at least 1 month before conception.  
Abbreviations: NTD, neural tube defect; RBC, red blood cell.

## Body folate levels with Elevit 800 µg folate vs 400 µg folate mono-supplementation<sup>1</sup>



References: 1. Wang Y et al. *J Reprod Med* 2017;26(12):1196-206. 2. Mastroiacovo P et al. *BioFactors* 2011;37(4):272-9. 3. Schaefer E et al. *Vitam Miner* 2016;5:1. 4. Daly LE et al. *JAMA* 1995;2(74):1689-702.





## Elevit 1 contains essential micronutrients to support normal cell division, fertility and reproduction

The micronutrients in Elevit 1 play a central role in female reproduction by supporting normal cell division, fertility, and reproductive health.<sup>1-5</sup>



Folate, zinc and vitamin B<sub>6</sub> regulate female sexual hormones to:  
→ **support fertility and reproduction**<sup>3,4</sup>



Folate, vitamin B<sub>12</sub>, vitamin D, iron and zinc are important to:  
→ **support cell division**<sup>1,2,5-10</sup>

**References:** 1. European Commission. *EFSA Journal* 2009;7(9):1213. 2. European Commission. *EFSA Journal* 2009;7(9):1229. 3. Ebisch IMW *et al.* *Human Reprod Update* 2017;13(2):163-174. 4. Schaefer E *et al.* *Clin Med Insights: Womens Health*. 2019;12:1-6. 5. European Commission. *EFSA Journal* 2009;7(9):1223. 6. European Commission. *EFSA Journal* 2010;8(10):1756. 7. European Commission. *EFSA Journal* 2009; 7(9):1227. 8. European Commission. *EFSA Journal* 2010;8(10):1725. 9. European Commission. *EFSA Journal* 2009;7(9):1215. 10. European Commission. *EFSA Journal* 2009;7(9):1216.



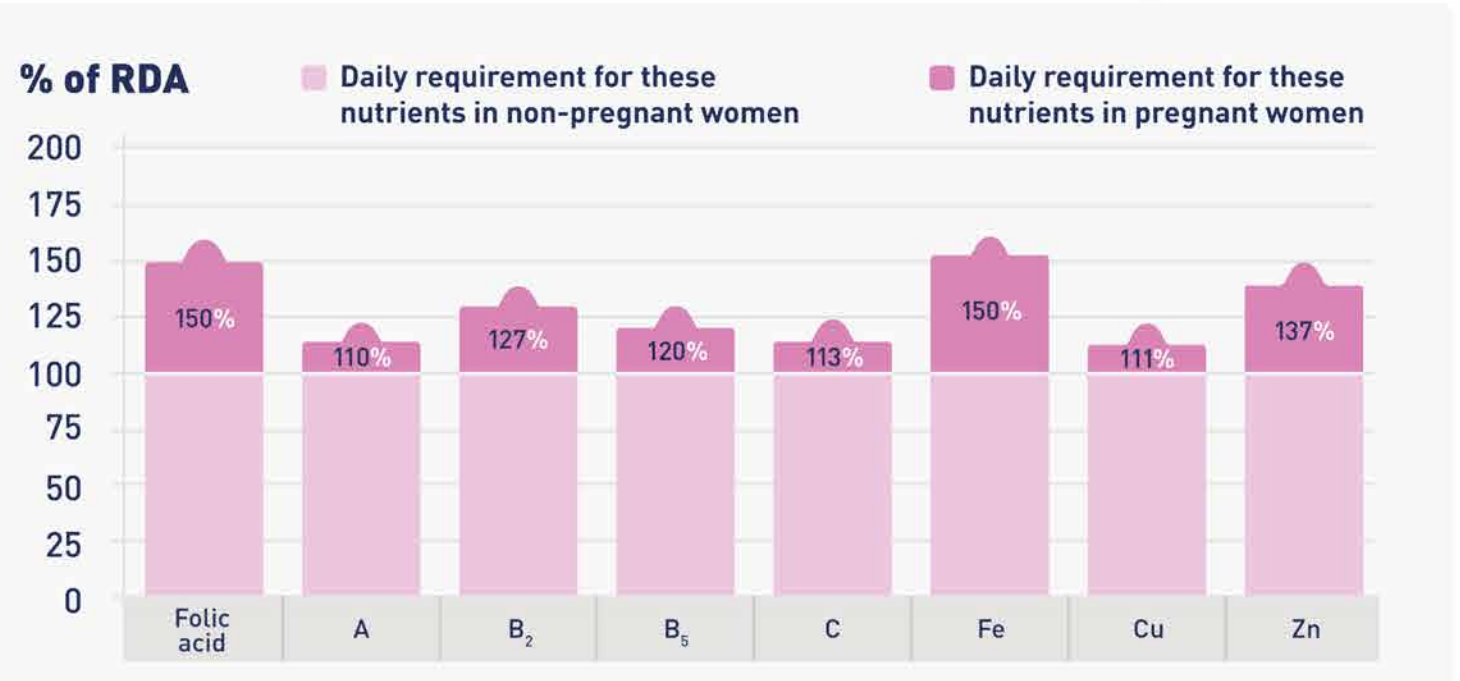


## Elevit 1 contains a comprehensive micronutrient formula developed according to international recommendations

Elevit 1 is developed according to international recommendations and provides a comprehensive set of micronutrients to support the development of the embryo.<sup>1</sup>

Abbreviation: RDA, recommended daily allowance.

During pregnancy there is an increased need for many nutrients to **support growth and development**<sup>1</sup>



Reference: 1. National Academies Press. Daily Reference Intake. Available at: <https://nap.nationalacademies.org/collection/57/dietary-reference-intakes> [accessed August 2022].





# Elevit 1 provides tailored nutritional supplementation for preconception and the first trimester of pregnancy

Elevit 1 is specifically formulated to support women planning to have a baby and to meet the increased nutritional needs of the first trimester of pregnancy (1-12 gestational weeks).

The combination of folic acid and Metafolin® provides high folate content which contributes to lowering the risk of neural tube defects.<sup>1,2</sup>

## Tailored nutritional formula for pre-conception and the first trimester

	 <b>Rich in folic acid + Metafolin:</b>	→	<b>800 µg</b>
	 <b>Effective in rising maternal folate in:</b>	→	<b>4 weeks<sup>1</sup></b>
	 <b>Reduces incidence of NTDs by:</b>	→	<b>NTDs ▼ 92%<sup>2</sup></b>
		✓	Formulated in line with <b>international recommendations<sup>3</sup></b>
		✓	<b>With Metafolin</b> (L-methylfolate) to support all women <sup>4</sup>
		✓	<b>With essential micronutrients</b> to support women's fertility <sup>5-7</sup>
		✓	Take one, convenient <b>all-in-one</b> capsule per day

References: 1. Schaefer E et al. *Vitam Miner* 2016;5:134. 2. Czeizel AE. *Int J Med Sci* 2004;1[1]:50-61. 3. National Academies Press. Daily Reference Intakes. Available at: <https://nap.nationalacademies.org/collection/57/dietary-reference-intakes> (accessed August 2022). 4. Czeizel A et al. *Ann Nutr Metab* 2011;58:263-271. 5. European Commission. *EFSA Journal* 2009;7(9):1229. 6. Ebisch IMW et al. *Human Reprod Update* 2017;13(2):163-174. 7. Schaefer E et al. *Clin Med Insights: Womens Health* 2019;12:1-6.





## Elevit 1 is a convenient, all-in-one tablet

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Elevit 1's comprehensive micronutrient formula is contained within one tablet to support compliancy.



### **Simple:**

All ingredients in  
one tablet

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### **Convenient:**

One tablet/day  
posology

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### **Free of:**

(country specific)



# Elevit 2

Product messages



## House of content

“Elevit 2 supports the exponential growth and development of the fetus”

2.1

### EFSA benefit claims

2.1.1 Elevit 2 **contains DHA** to contribute to the normal **brain development** of the fetus

2.1.2 Elevit 2 **contains DHA** to contribute to the normal **eye development** of the fetus

2.2

### Clinically studied formulation

2.2.1 Elevit 2 is **effective in increasing DHA** status of mother and baby

2.2.2 Elevit 2 is **effective in stabilising vitamin D** status of mothers and increasing levels in babies

2.2.3 Elevit 2 is **safe and well tolerated**

2.3

### Comprehensive multi-nutrient formulation

2.3.1 Elevit 2 contains a **comprehensive micronutrients** formula, according to international recommendations

2.3.2 Elevit 2 provides a **tailored nutritional formulation** for the second trimester of pregnancy

2.4

### Convenience

2.4.1 Elevit 2 is a convenient to take, **all-in-one tablet**



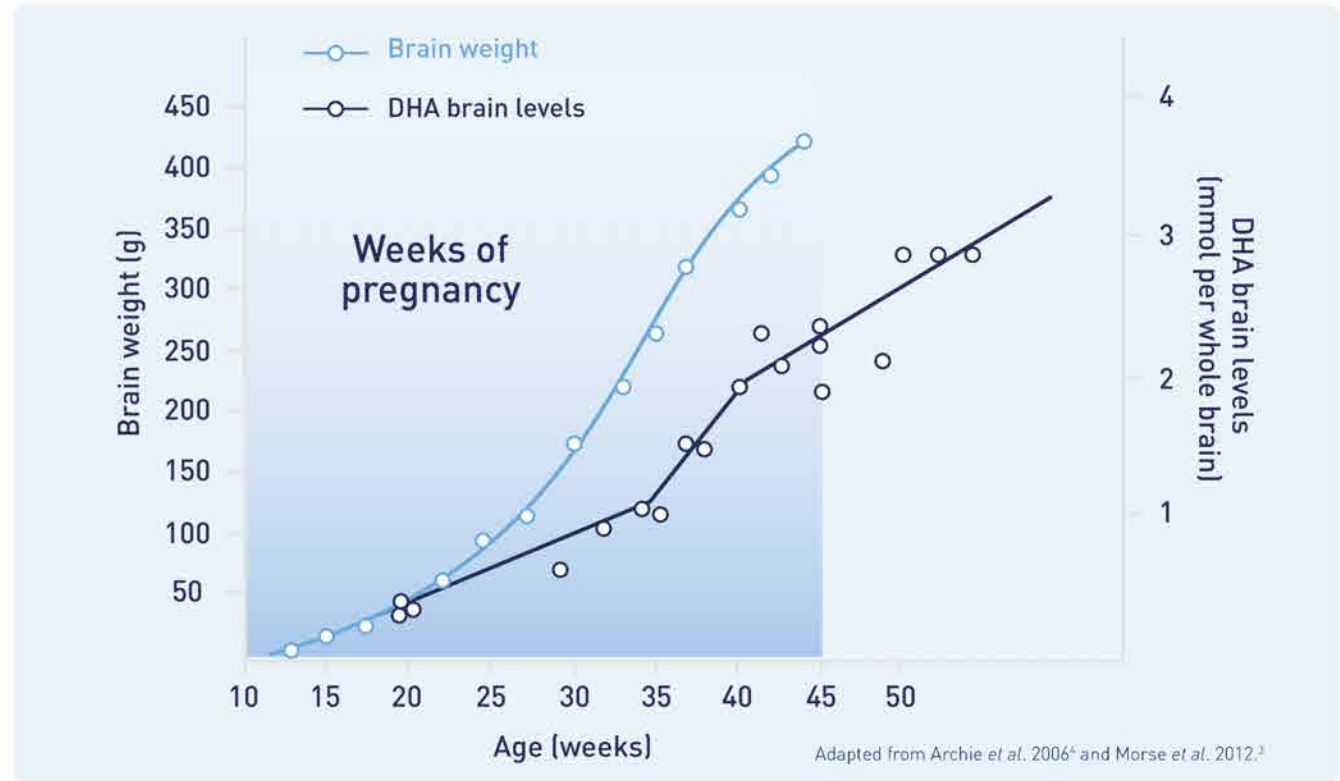
## Elevit 2 contains DHA to support normal fetal brain development

Elevit 2 contains DHA, which is an essential component for the development and functioning of the brain.<sup>1-3</sup>

Adequate DHA intake is particularly relevant during the second and third trimester when the fetal brain undergoes exponential growth and becomes more complex.<sup>4</sup>

Abbreviation: DHA, docosahexaenoic acid.

### Brain weight and DHA brain levels vs gestational weeks<sup>3,4</sup>



References: 1. EU Register of nutrition and health claims. Available from: [https://ec.europa.eu/food/safety/labelling\\_nutrition/claims/register/public/?event=register:home](https://ec.europa.eu/food/safety/labelling_nutrition/claims/register/public/?event=register:home) (accessed July 2022). 2. Guesnet P. *Biochimie* 2011;93:7-12. 3. Morse N *et al.* *Nutrients* 2012;4:799-840. 4. Archie JG *et al.* *Am J Clin Pathol* 2006;126(2):256-65.



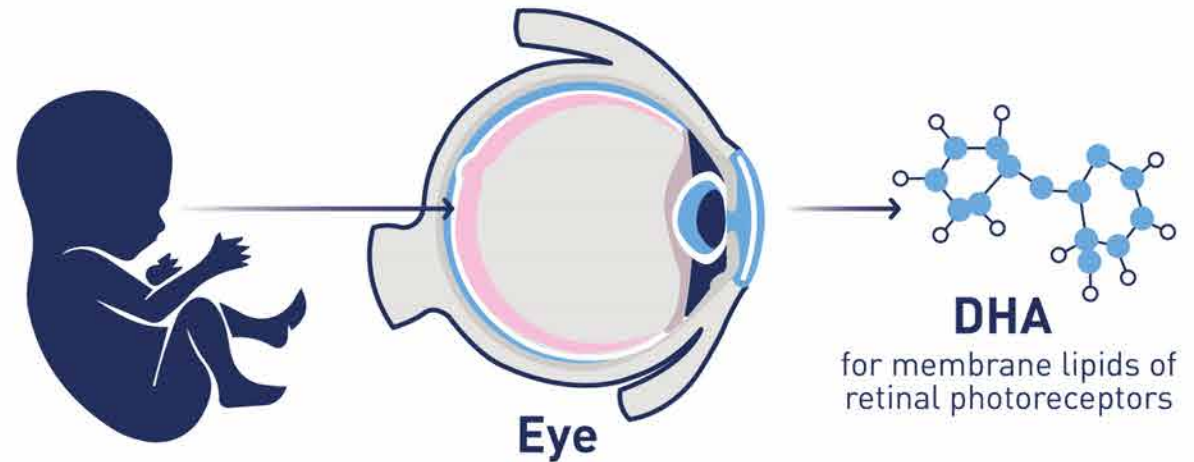


## Elevit 2 contains DHA to support normal fetal eye development

Adequate DHA intake is particularly relevant during the second trimester when the fetal eye starts to develop.<sup>1</sup>

Elevit 2 contains DHA, which is an essential component for the development and functioning of the retinas.<sup>1-3</sup>

### Elevit 2 contains DHA to support normal fetal eye development





## Elevit 2 is effective in increasing DHA status of mother and baby

Supplementation with Elevit 2 has been shown to significantly increase DHA status for mother and baby.<sup>1</sup>

DHA supports fetal eye and brain development, and adequate levels of DHA during pregnancy is associated with better cognitive scores in childhood.<sup>2</sup> Maternal DHA status is also shown to be positively associated with a decrease in the risk of pre-eclampsia, pre-term delivery and gestational diabetes.<sup>3,4</sup>

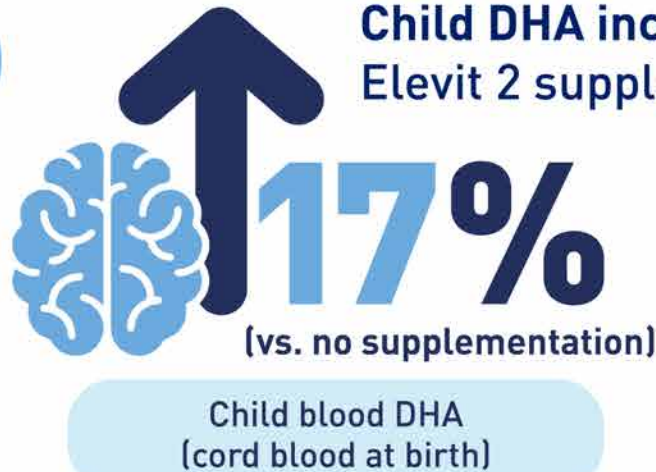
\*Mean change (standard deviation) from Visit 1 to Visit 4 in maternal (p<0.0001 in favour of Elevit)  
**Abbreviation:** DHA, docosahexaenoic acid.



### Maternal DHA increase with Elevit 2 supplementation\*<sup>1</sup>



### Child DHA increases with Elevit 2 supplementation<sup>5</sup>



**References:** 1. Massari M *et al.* *Nutrients* 2020;12(8):2432. 2. Basak S *et al.* *Nutrients* 2020;12(12):3615. 3. Middleton P *et al.* *Cochrane Database Syst Rev* 2018;11:CD003402. 4. Hofmeyr GJ *et al.* *Cochrane Database Syst Rev* 2018;10(10):CD001059. 5. Bayer data on file.



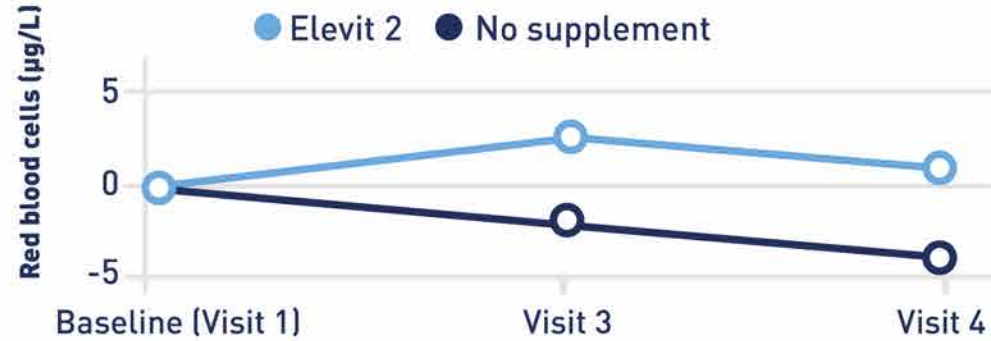


## Elevit 2 is effective in stabilising vitamin D status in mothers and increasing levels in babies

Maternal vitamin D levels are positively associated with a decreased risk of pregnancy complications (e.g. gestational diabetes mellitus) and poor pregnancy outcomes (e.g. pre-eclampsia and pre-term birth).<sup>1</sup> Vitamin D is essential for proper bones formation and the baby's immune system.<sup>2</sup>



### Maternal vitamin D stabilisation with Elevit 2 supplementation<sup>3</sup>



### Child vitamin D increases with Elevit 2 supplementation<sup>4</sup>



Child vitamin D  
(cord blood at birth)

References: 1. Hofmeyr GJ et al. *Cochrane Database Syst Rev* 2018;10(10):CD001059. 2. Wagner CL and Hollis BW. *Front Endocrinol (Lausanne)* 2018;9:500. 3. Massari M et al. *Nutrients* 2020;12(8):2432. 4. Bayer data on file.





## Elevit 2 is safe and well tolerated

Supplementation with Elevit 2 has been shown to be safe and well tolerated for both mother and baby.<sup>1</sup>

In a randomised, controlled trial of 176 subjects receiving supplementation with Elevit at gestational Week 13-15 until delivery vs no supplementation:

- **No clinically significant changes** in maternal laboratory parameters or vital signs were observed<sup>1</sup>
- **No differences were observed** in anthropometric parameters of the child at birth<sup>1</sup>

### No differences between Elevit supplementation and control groups<sup>1</sup>



**Well tolerated / no treatment-related adverse events**

**Normal laboratory parameters**

**Normal vital signs**



**No difference in anthropometric parameters of the child at birth**

**Gestational age**

**Head circumference**

**Ponderal index**

**Weight**

**Length**

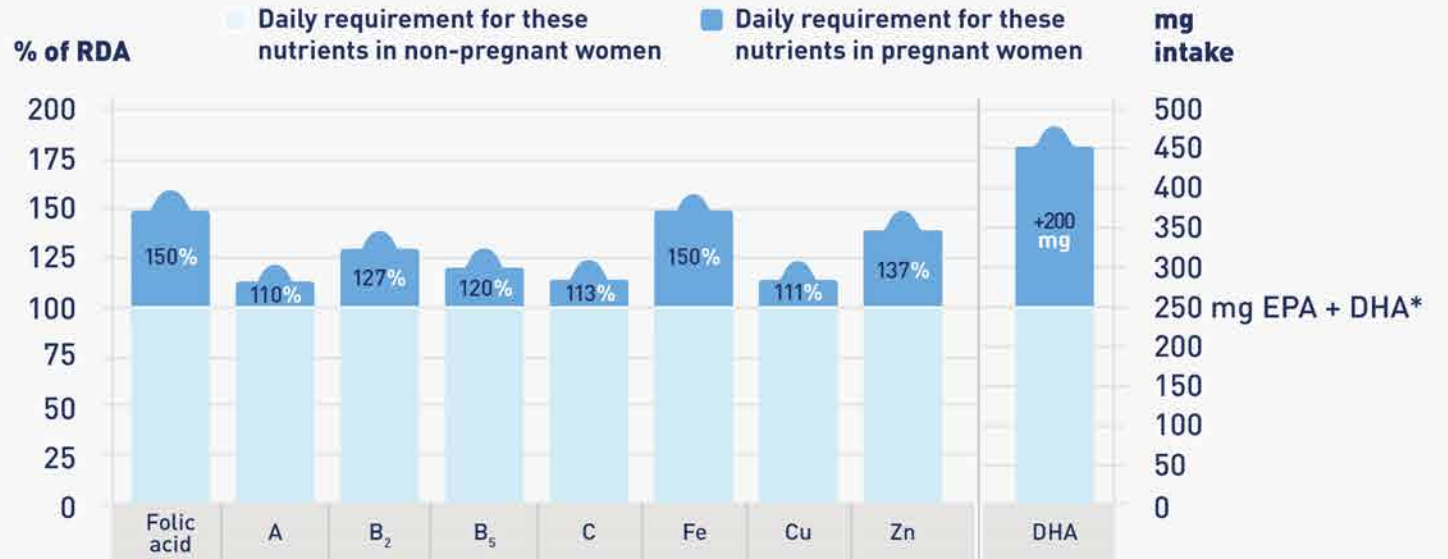


## Elevit 2 contains a comprehensive multi-nutrient formulation developed according to international recommendations

Elevit 2 contains a specially formulated, comprehensive multi-nutrient formulation developed according to international recommendations.<sup>1-3</sup>

Abbreviation: DHA, docosahexaenoic acid; EPA, eicosapentaenoic acid; RDA, recommended daily allowance.

### During pregnancy there is an increased need for nutrients to support growth and development<sup>1,2</sup>



\*Recommendation from EFSA (250 mg/day EPA & DHA for adults; +100-200 mg DHA for pregnant women) and World Association of Perinatal Medicine (at least 200 mg/day DHA for pregnant women).

References: 1. National Academies Press. Daily Reference Intakes. Available from: <https://nap.national-academies.org/collection/57/dietary-reference-intakes> (accessed August 2022). 2. EFSA. *EFSA Journal* 2010;8(3):1461. 3. Koletzko B et al. *J Perinat Med* 2008;36(1):5-14.





## Elevit 2 provides a tailored nutritional formulation for the second and third trimester

Elevit 2 is a multivitamin multimineral supplement specially formulated to meet the increased nutritional needs of the second and third trimester (from Week 13 to birth). This is the time when organ development takes place, including the exponential growth of the brain and development of the eyes.<sup>1</sup>

It delivers DHA/omega-3 to help with the healthy development of fetal brain and vision.<sup>2,3</sup>

### Tailored nutritional formula for the second and third trimester



-  Contains DHA in support of **baby brain development** → **200 mg**
-  Significantly increases **maternal DHA status**<sup>4</sup> → 
-  Increases **fetal DHA status**<sup>4</sup> → 



- ✓ Contains DHA/omega-3 to support a baby's healthy **eye and brain development**<sup>2</sup>
- ✓ Contains Metafolin which provides optimal folate levels to **support maternal tissue growth**<sup>5</sup>
- ✓ **Features 18 vitamins, minerals, trace elements and DHA** to provide nutritional support to mother and baby
- ✓ Take one, convenient **all-in-one** capsule per day

Abbreviation: DHA, docosahexaenoic acid.

References: 1. Lauritzen L *et al.* *Prog Lipid Res* 2001;40(1-2):1-94. 2. Guesnet P. *Biochimie* 2011;93:7-12. 3. Morse N *et al.* *Nutrients* 2012;4:799-840. 4. Massari M *et al.* *Nutrients* 2020;12(8):2432. 5. European Commission. EU register. Available at: [https://ec.europa.eu/food/safety/labelling\\_nutrition/claims/register/public/?event=register.home](https://ec.europa.eu/food/safety/labelling_nutrition/claims/register/public/?event=register.home) (accessed August 2022).





## Elevit 2 is a convenient, all-in-one tablet

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Elevit 2's comprehensive micronutrient formula is contained within one tablet to support compliancy.



### **Simple:**

All ingredients in  
one tablet

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### **Convenient:**

One tablet/day  
posology

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### **Free of:**

(country specific)





# Elevit 3

Product messages



## House of content

“Elevit 3 is specifically formulated in support of the breastfeeding mother and the rapid brain and vision development of her baby”

3.1

### EFSA benefit claims

3.1.1 DHA contributes to the **normal brain development** of the breastfed infant

3.1.2 DHA contributes to the **normal development of the eyes** of the breastfed infant

3.2

### Clinically studied formulation

3.2.1 Elevit 3 is effective in **raising the DHA status of maternal blood**

3.2.2 Elevit 3 is effective in **raising the DHA status of maternal milk**

3.2.3 Elevit 3 is effective in **raising the  $\beta$ -carotene status of maternal blood**

3.2.4 Elevit 3 is effective in **raising the  $\beta$ -carotene status of maternal milk**

3.2.5 Elevit 3 is **safe and well tolerated**

3.3

### Comprehensive multi-nutrient formulation

3.3.1 Elevit 3 contains a **comprehensive multi-nutrient formulation** developed according to international recommendations

3.3.2 Elevit 3 provides a **tailored nutritional formulation** for breastfeeding mothers and their babies

3.4

### Convenience

3.4.1 Elevit 3 is a convenient to take, **all-in-one tablet**



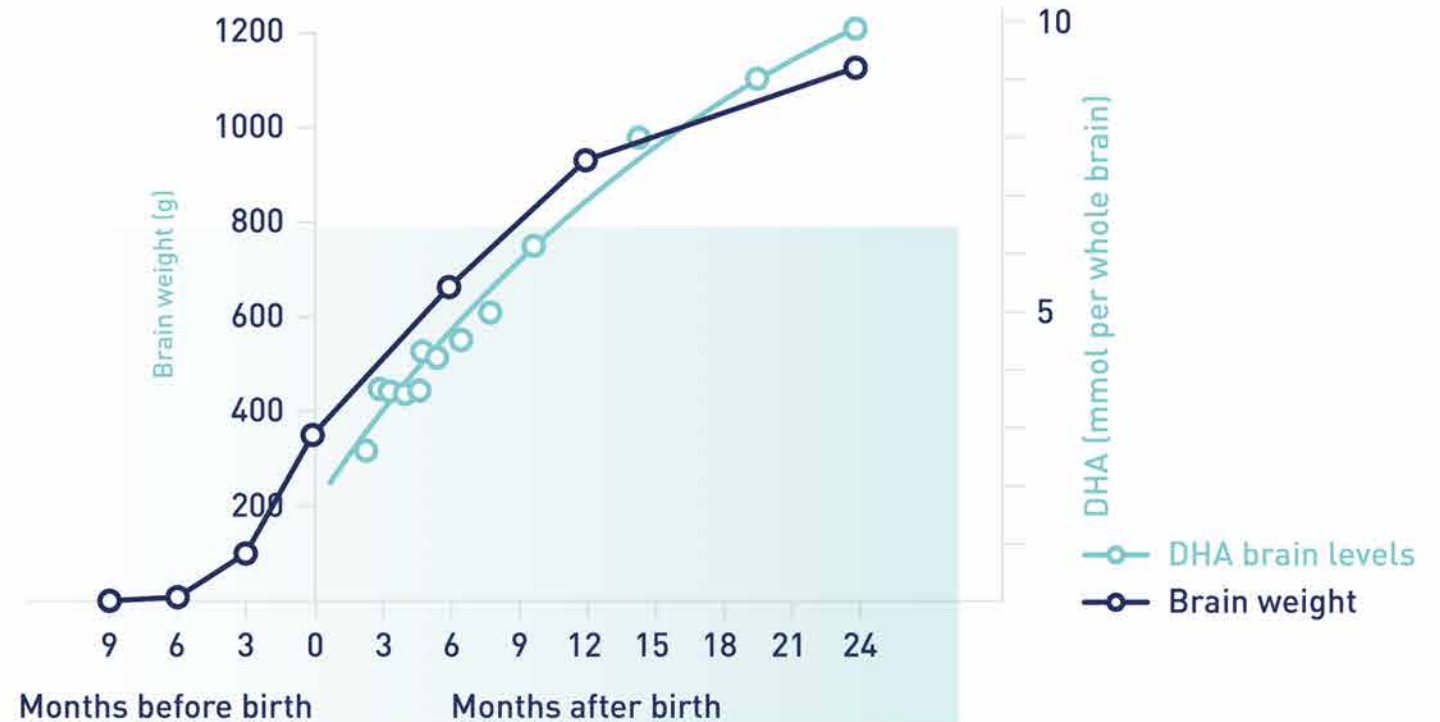
## Elevit 3 contains DHA to support normal infant brain development

Elevit 3 contains DHA, which is an essential structural component for the development of an infant's brain and wider nervous system.<sup>1</sup>

Adequate DHA intake is particularly relevant after birth, when the infant's brain and nervous system continues to grow rapidly. Sufficient DHA intake has been linked to positive development in an infant's motor skills, memory, communication and social skills.<sup>1</sup>

Abbreviation: DHA, docosahexaenoic acid; IQ, intelligence quotient.

### Brain weight and DHA levels vs months before and after birth<sup>1,2</sup>



References: 1. Morse NL. *Nutrients* 2012;4:799–840. 2. Innis SM. *Am J Clin Nutr* 2014;99(Suppl):734S–41S.

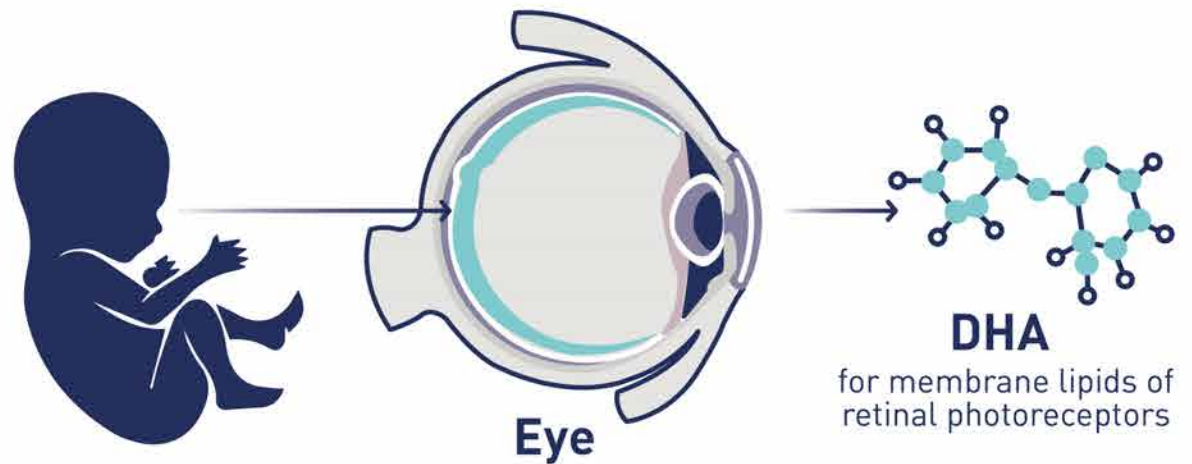


## Elevit 3 contains DHA to support normal infant eye development

Adequate DHA intake is particularly relevant during infancy when the eyes continue to develop.<sup>1</sup>

Elevit 3 contains DHA, an essential component for the development and functioning of the retinas.<sup>1-3</sup>

### Elevit 3 contains DHA to support normal infant eye development





## Elevit 3 is effective in raising the DHA status of maternal blood

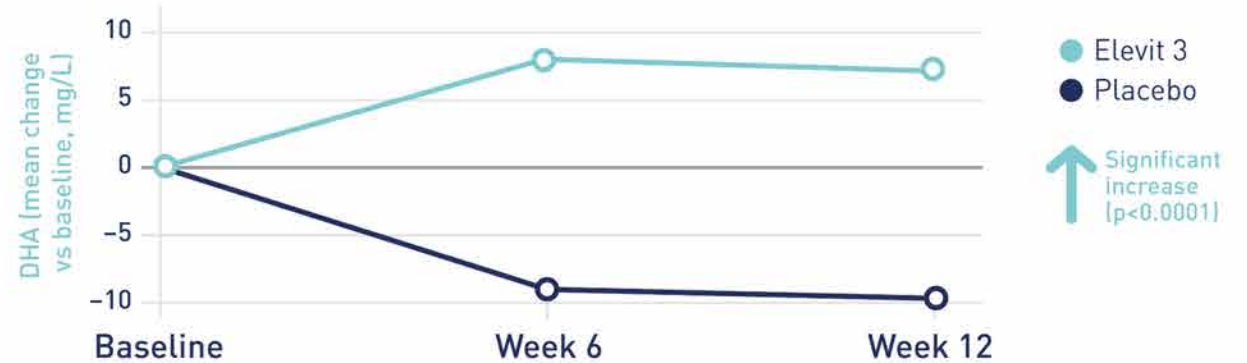
Supplementation with Elevit 3 has been shown to significantly increase DHA levels in maternal blood.<sup>1</sup>

DHA supports a mother's heart health and blood pressure as well as normal blood triglyceride levels.<sup>2</sup>

\*Mean squared difference between MMS and placebo in terms of change from Baseline to the LOCF in maternal milk total lipid DHA content was 0.15% [95% CI: 0.11, 0.18;  $p < 0.0001$ ]

**Abbreviations:** CI, confidence interval; DHA docosahexaenoic acid; LOCF, last observation carried forward; MMS, multiple micronutrients; TFA, total fatty acids; Wt, weight.

### Maternal blood DHA increases with Elevit 3 supplementation\*<sup>1</sup>



**+17%**  
( $p < 0.0001$  vs baseline)

increase in maternal blood **DHA** with Elevit 3 supplementation<sup>1</sup>

**References:** 1. Schaefer E et al. *Nutrients* 2020;12[12]:3849. 2. EU Register. Nutrition and Health Claims. Available at: [https://ec.europa.eu/food/safety/labelling\\_nutrition/claims/register/public/?event=register.home](https://ec.europa.eu/food/safety/labelling_nutrition/claims/register/public/?event=register.home) (accessed October 2022).





## Elevit 3 is effective in raising the DHA status of maternal milk

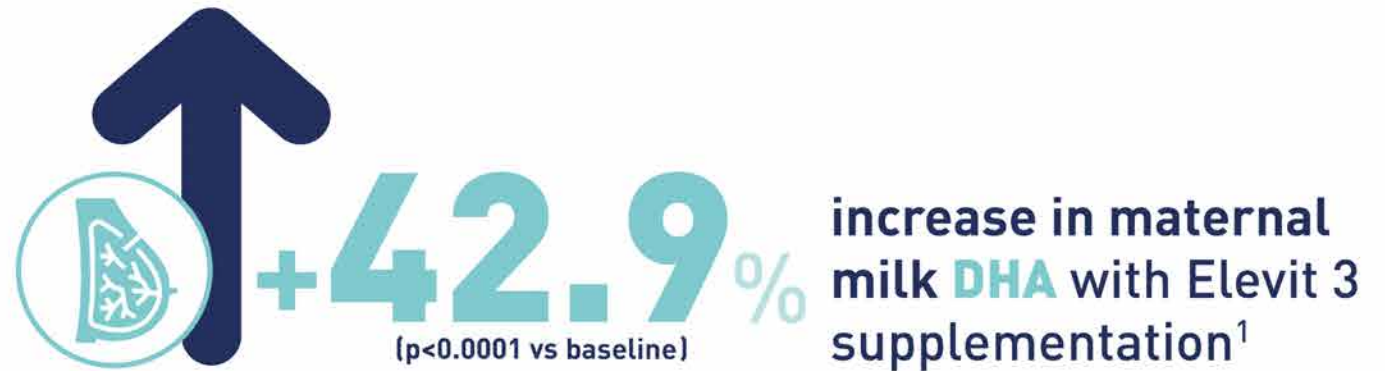
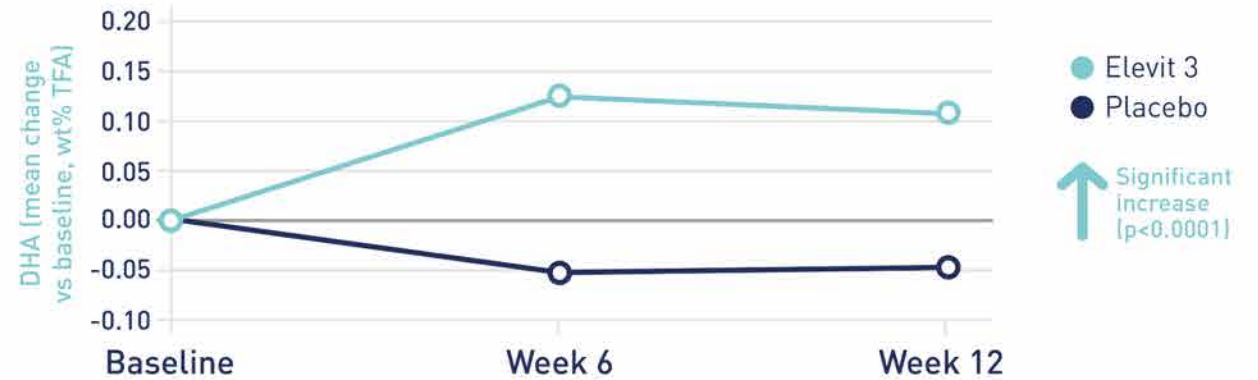
Supplementation with Elevit 3 has been shown to significantly increase DHA levels in maternal milk.<sup>1</sup>

DHA in breastmilk supports a baby's brain and eye development and is associated with better cognitive scores in childhood and adulthood.<sup>2</sup>

\*Mean squared difference between MMS and placebo in terms of change from Baseline to the LOCF in maternal milk total lipid DHA content was 0.15% [95% CI: 0.11, 0.18;  $p < 0.0001$ ]

**Abbreviations:** CI, confidence interval; DHA docosahexaenoic acid; LOCF, last observation carried forward; MMS, multiple micronutrients.

### Maternal milk DHA increases with Elevit 3 supplementation\*<sup>1</sup>



**References:** 1. Schaefer E *et al.* *Nutrients* 2020;12(12):3849. 2. EU Register. Nutrition and Health Claims. Available at: [https://ec.europa.eu/food/safety/labelling\\_nutrition/claims/register/public/?event=register.home](https://ec.europa.eu/food/safety/labelling_nutrition/claims/register/public/?event=register.home) (accessed October 2022).



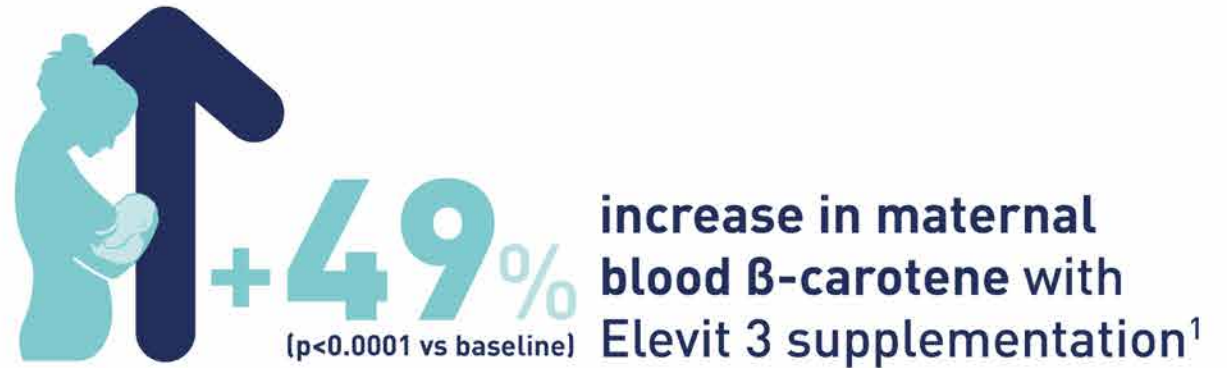
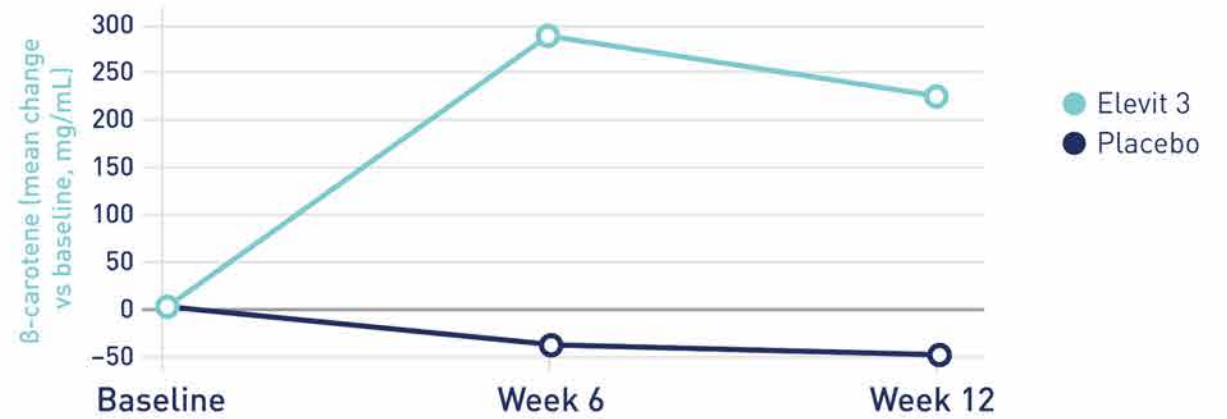


## Elevit 3 is effective in raising the $\beta$ -carotene status of maternal blood

Supplementation with Elevit 3 has been shown to significantly increase  $\beta$ -carotene levels in maternal blood.<sup>1</sup>

$\beta$ -carotene helps achieve adequate milk production and supports the weaning process.<sup>2</sup>

### Maternal blood $\beta$ -carotene increases with Elevit 3 supplementation<sup>1</sup>



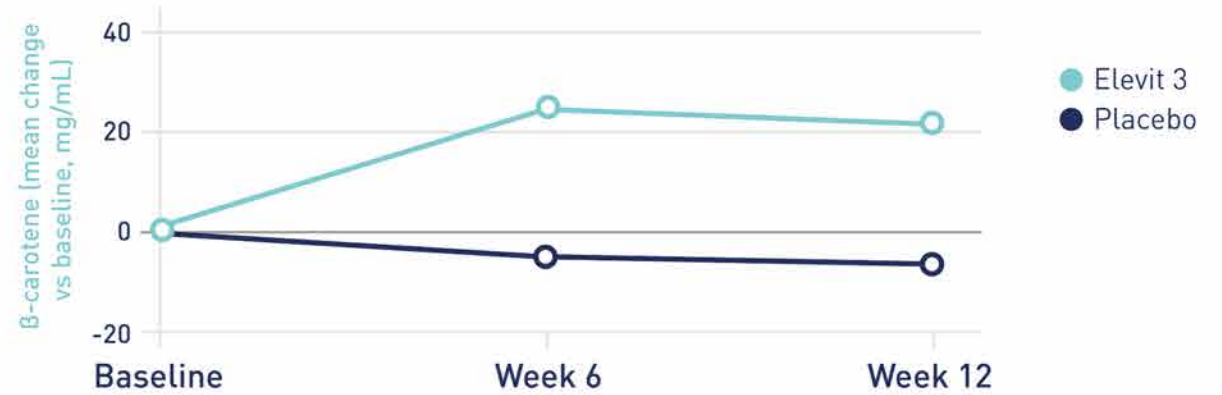



## Elevit 3 is effective in raising the $\beta$ -carotene status of maternal milk

Supplementation with Elevit 3 has been shown to significantly increase  $\beta$ -carotene levels in maternal blood and milk.<sup>1</sup>

$\beta$ -carotene aids a baby's brain and vision development while simultaneously supporting immune health.<sup>2</sup>

### Maternal milk $\beta$ -carotene increases with Elevit 3 supplementation<sup>1</sup>



 **+56.4%** increase in maternal milk  $\beta$ -carotene with Elevit 3 supplementation<sup>1</sup>  
( $p < 0.0001$  vs baseline)

References: 1. Schaefer E et al. *Nutrients* 2020;12(12):3849. 2. EU Register. Nutrition and Health Claims. Available at: <https://ec.europa.eu/food/safety/labelling> (accessed October 2022).



## Elevit 3 is safe and well tolerated

Supplementation with Elevit 3 has been shown to be safe and well tolerated for both mother and baby.<sup>1</sup>

In a randomised controlled trial of 70 subjects receiving supplementation with Elevit 3 vs placebo over 3 months:

- ✓ **No clinically significant changes** in maternal laboratory parameters or vital signs were observed<sup>1</sup>
- ✓ **No clinically significant differences** in anthropometric parameters were observed in children from birth to three months of age<sup>1</sup>

\*No significant difference in the number of adverse events was observed between supplementation and placebo groups.

## No differences between Elevit 3 supplementation and placebo groups<sup>1</sup>



**Well tolerated\***  
1 treatment-related adverse event in both groups\*

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**Normal laboratory parameters**

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**Normal vital signs**



**No difference**  
in anthropometric parameters

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**Weight**

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**Length**

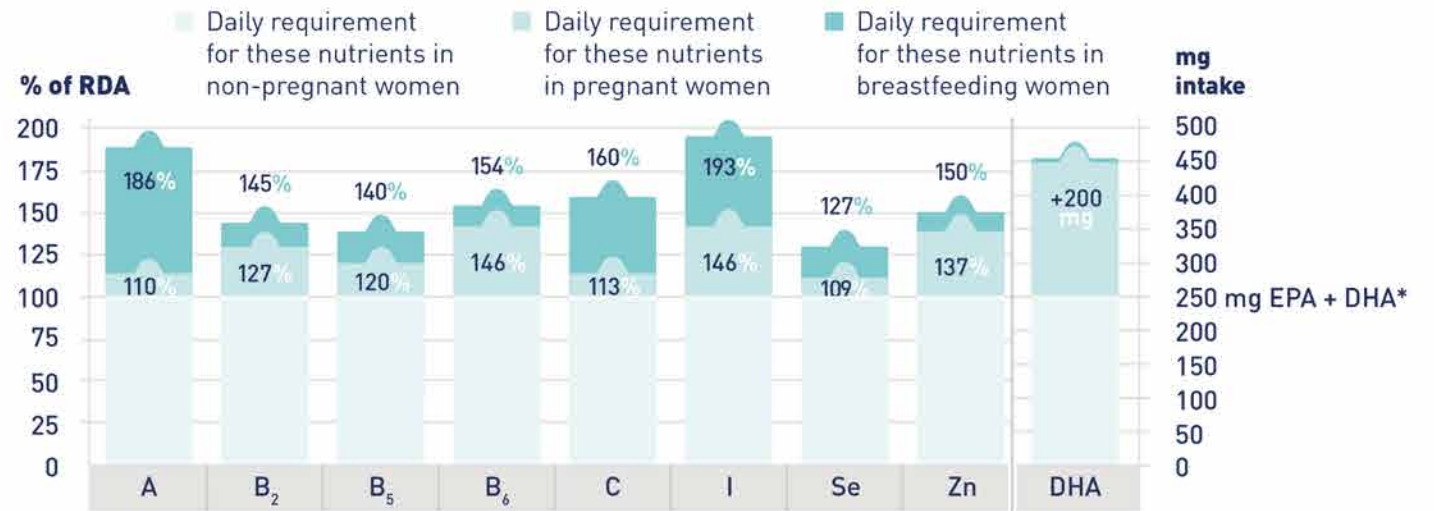


## Elevit 3 contains a comprehensive multi-nutrient formulation developed according to international recommendations

Elevit 3 contains a comprehensive multi-nutrient formulation unique to breastfeeding mothers and is developed according to international recommendations.<sup>1,2</sup>

**Abbreviations:** DHA, docosahexaenoic acid; EPA, eicosapentaenoic acid; RDA, recommended daily allowance.

## Nutrient requirements increase significantly during breastfeeding and are unique to this life stage<sup>1,2</sup>



\*Adequate intake for non-pregnant women (EFSA). For pregnant and breastfeeding women, add +200 mg DHA to adequate intake.

**References:** 1. National Academies Press. Daily Reference Intakes. Available from: <https://nap.nationalacademies.org/collection/57/dietary-reference-intakes> [accessed October 2022]. 2. European Commission. *EFSA Journal* 2010;8(3):1461.





## Elevit 3 provides a tailored nutritional formulation for breastfeeding mothers and their babies

Elevit 3 is an all-in-one, multivitamin multimineral supplement specially formulated for the increased nutritional needs during breastfeeding.<sup>1,2</sup>

It provides DHA/omega-3 to help with the healthy development of a baby's eyes and brain.<sup>3,4</sup>

### Tailored nutritional formula for breastfeeding mothers and their babies



Significantly increases **DHA levels in breastmilk**<sup>4</sup>



Significantly increases **maternal blood DHA levels**<sup>4</sup>



Significantly increases **B-carotene status** of maternal blood and milk<sup>4</sup>



Contains DHA/omega-3, B-carotene and lutein to help promote a **baby's healthy brain and eye development**<sup>3</sup>



**With calcium and vitamin D** to support bone health<sup>3</sup>



Take one, convenient **all-in-one capsule per day**

Abbreviation:  
DHA, docosahexaenoic acid.

References: 1. National Academies Press. Daily Reference Intakes. Available from: <https://nap.nationalacademies.org/collection/57/dietary-reference-intakes> (accessed October 2022). 2. *EFSA Journal* 2010;8(3):1461. 3. EU Register. Nutrition and Health Claims. Available at: <https://ec.europa.eu/food/safety/labelling> (accessed October 2022). 4. Schaefer E et al. *Nutrients* 2020;12(12):3849.





## Elevit 3 is a convenient, all-in-one capsule

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Elevit's comprehensive micronutrient formula, plus DHA, is contained within one capsule to support compliance.



### **Simple:**

All ingredients  
in one tablet

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### **Convenient:**

One capsule/day  
posology

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### **Free from:**

(country specific)



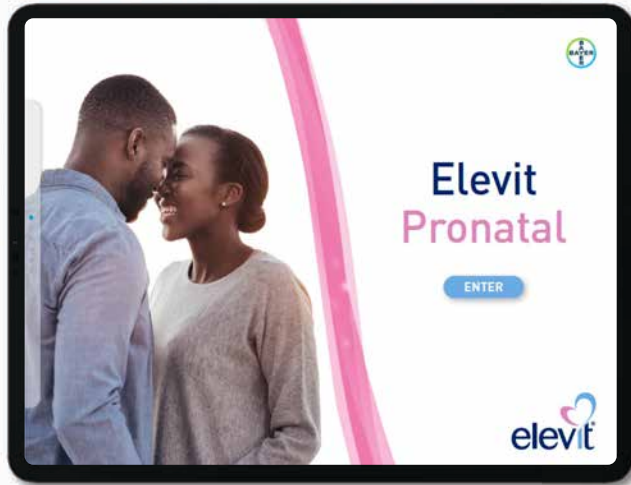


# Assets

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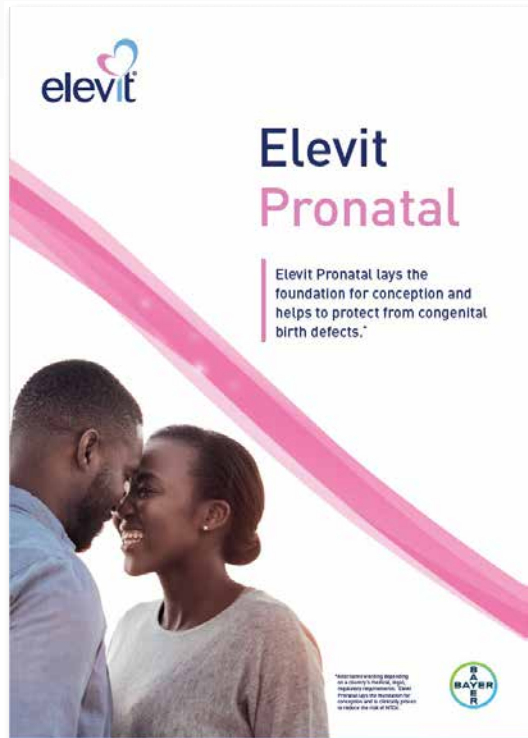
F2F eDetailer



Electronic direct mail (eDM)



Brochure



6x Videos

