

SUPPLEMENTING WITH CHOLINE

Power Up Your Prenatal Routine with Choline

Did you know? Most recognized prenatal vitamins don't contain enough choline – an essential nutrient that plays a critical role in supporting the health of both pregnant and breastfeeding moms and developing babies. On average, pregnant women consume just ~320 mg of choline in their diet, 130 mg less than the adequate intake.

Here's the good news! The American Medical Association – the largest organization of physicians and medical students in the United States – recognizes that most prenatal vitamins contain 55mg of choline or less and has vocally supported higher amounts.

“The AMA has vocally supported higher amounts of choline in prenatal vitamins.”

How to Find Choline on the Label



Flip

Turn to the back of the bottle to see what nutrients are included.



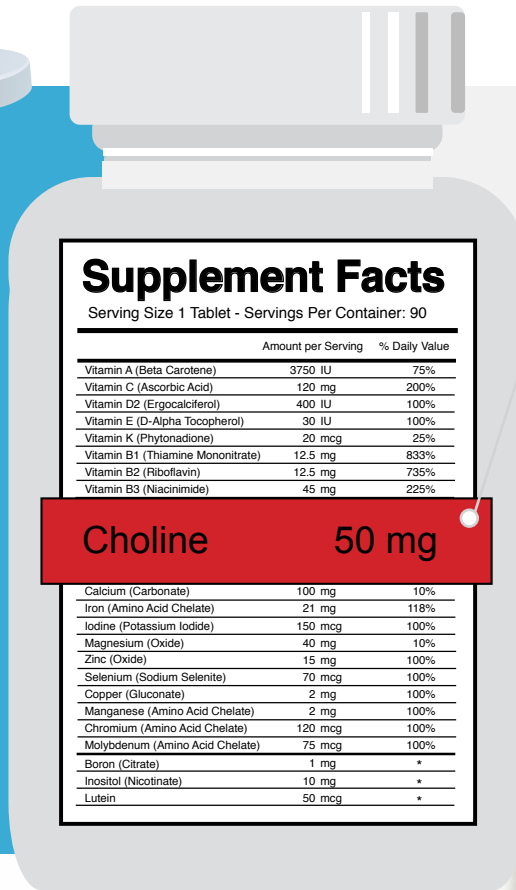
Check

Look for at least 100 mg – the minimum amount needed to close the average dietary gap.



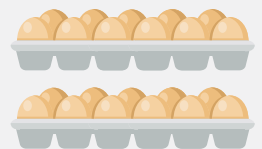
Choose

Keep it, choose another or include a separate choline supplement.



DOES NOT PASS

Falls short of the adequate choline intake. Consider a different brand or pick up a bottle of VitaCholine.



DID YOU KNOW?

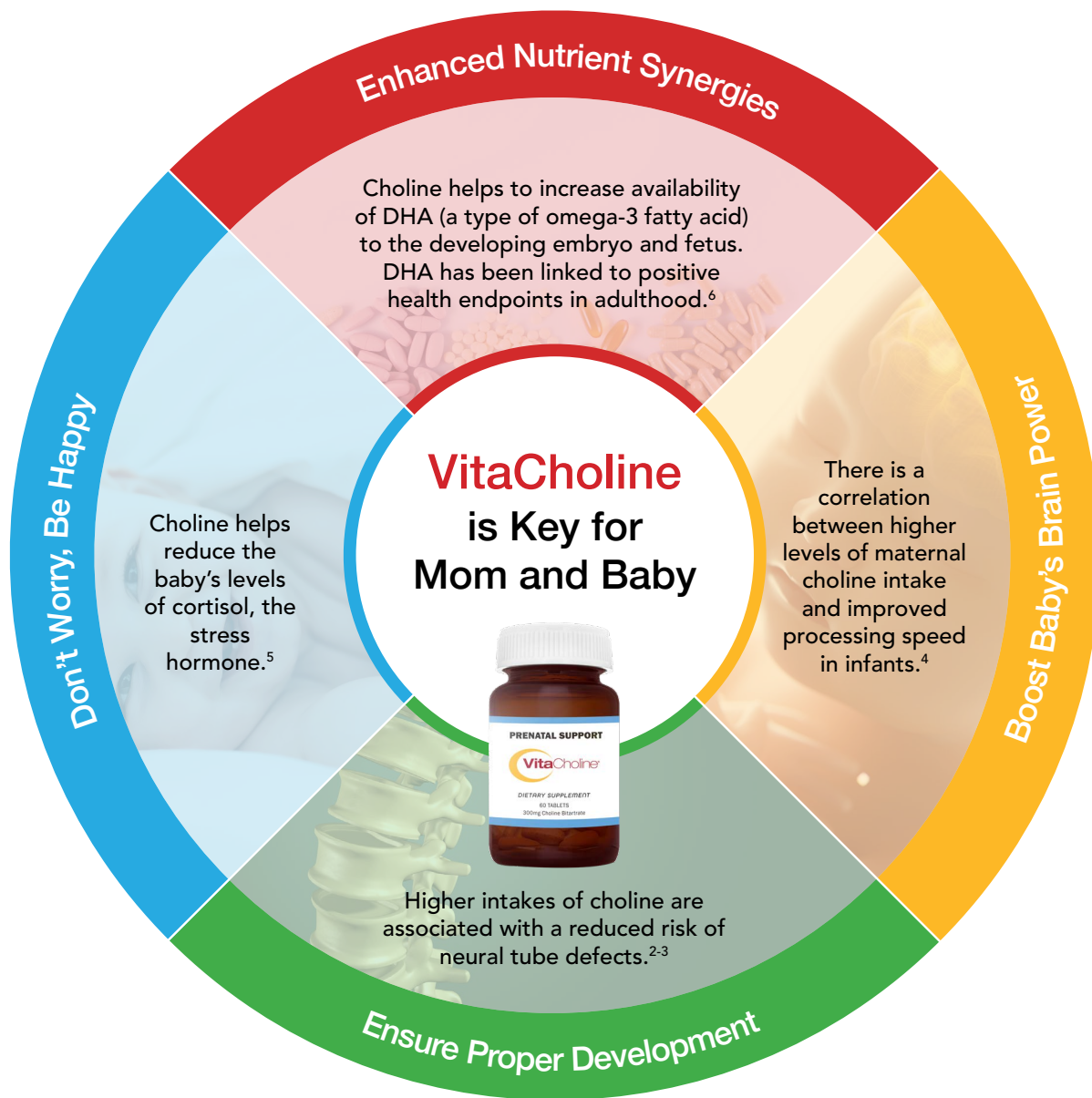
The safe upper limit for choline is 3,500 mg daily – the equivalent of nearly two dozen eggs.

Choline's Importance for Maternal & Infant Health

ONLY **8%** of pregnant women currently meet needs.¹

The American Academy of Pediatrics recently recognized choline as a key nutrient to support neurodevelopment during the first 1,000 days.





The research is clear: CHOLINE COUNTS!

What **YOU** Need to Do



Make sure your prenatal vitamin contains choline.



Discuss with your health care provider about taking a VitaCholine supplement with your prenatal to ensure adequate choline intake.

For additional educational resources and information on choline, visit VitaCholine.com

¹ Wallace TC, Blusztajn JK, Caudill MA, Klatt KC, Natker E, Zeisel SH, Zelman KM. Choline: The underconsumed and underappreciated essential nutrient. *Nutr Today*. 2018 Nov-Dec;53(6):240-253. Epub 2018 Nov 13.

² Shaw GM, Carmichael SL, Yang W, Selvin S, Schaffer DM. Periconceptional dietary intake of choline and betaine and neural tube defects in offspring. *Am J Epidemiol*. 2004 Jul 15;160(2):102-9.

³ Shaw GM, Finnell RH, Blog HJ, Carmichael SL, Vollset SE, Yang W, Ueland PM. Choline and risk of neural tube defects in a folate-fortified population. *Epidemiology*. 2009 Sep;20(5):714-9.

⁴ Caudill MA, Strupp BJ, Muscalu L, Nevins JEH, Canfield RL. Maternal choline supplementation during the third trimester of pregnancy improves infant information processing speed: a randomized, double-blind, controlled feeding study. *FASEB J*. 2018 Apr;32(4):2172-2180. Epub 2018 Jan 5.

⁵ Jiang X, et al. *FASEB J*. 2012;26:3563-3574

⁶ West AA, Yan J, Jiang X, Perry CA, Innis SM, Caudill, MA. Choline intake influences phosphatidylcholine DHA enrichment in nonpregnant women but not in pregnant women in the third trimester. *Am J Clin Nutr*. 2013 Apr;97(4):718-27. Epub 2013 Feb 27.



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