

YASOO Health Introduces IronUp™

MORRISVILLE, N.C., Aug. 10, 2011 /PRNewswire/ -- YASOO Health Inc, Morrisville, NC has introduced IronUp, a Liquid Iron Supplement specifically formulated to supplement the levels of dietary iron for infants and children who do not receive adequate amounts in their diets (www.yasoo.com/ironup).

IronUp is a great-tasting grape flavored liquid iron supplement from a bioavailable source of iron that is concentrated for a lower daily dose. IronUp contains only natural flavors & sweeteners, is gluten and casein free, and is independently tested and quality assured.

"We have heard from both practitioners and parents that most of the currently available iron supplements are not well tolerated by infants and children," notes Gary Cantrell, CEO of YASOO Health. "Many iron supplements do not taste very good and parents have difficulty getting their children to take them on a regular basis."

IronUp has been formulated to provide 30 mg of elemental iron per ml, therefore requiring less volume per dose. IronUp is great-tasting and well tolerated by infants and children.

"Iron is an essential constituent of hemoglobin which carries oxygen to the blood. The bioavailability of iron for absorption is affected by many factors. IronUp is formulated with polysaccharide iron for increased bioavailability and pleasant taste," notes Dr. Konstantinos Papas, MD, internal medicine physician and VP of Medical & Regulatory Affairs at YASOO Health.

At the 2010 National Conference of the American Academy of Pediatrics(www.aap.org), Frank Greer, MD, former chair of the AAP Committee on Nutrition, stated "Iron deficiency remains common in the United States, and now we know more about the long-term, irreversible effects it can have on children's cognitive and behavioral development. It's critical to children's health that we improve their iron status starting in infancy."

There is a higher risk for iron deficiency in preterm infants, breastfed infants, and infants at risk of developmental disabilities. YASOO Health strives to assist infants and children who need supplemental iron by providing the concentrated, bioavailable, and palatable formulation of IronUp.

About YASOO Health

YASOO Health (www.yasoo.com) is a science-based nutraceutical company focusing on condition-specific products consisting of essential nutrients and natural compounds that are supported by clinical trials. YASOO Health has offices in Morrisville, NC and Johnson City, TN in the United States and international operations based in Nicosia, Cyprus.