

a **recent government survey** shows,

"The maternal mortality ratio (MMR) has gone down to 194 per 100,000 live births in Bangladesh in the last decade".

The 40% drop in MMR has taken Bangladesh another step forward in achieving the United Nations' Millennium Development Goal (MDG)-5.

To achieve the MDG-5, the MMR should come down to 143 per 100,000 live births by 2015.

The Daily Star
February 14, 2011



has come forward
with its **excellent**
mother care products
to help in this regard.

for **Healthy mother, Happy family**



Apocal-D

Calcium  in pregnancy

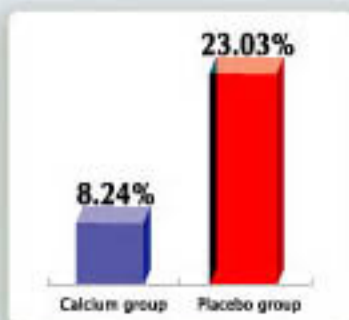
Calcium+Vitamin D₃ Tablet

Assures the increased need of calcium during pregnancy and lactation

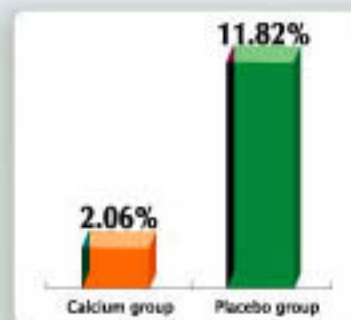
Calcium supplementation prevents pregnancy induced hypertension and preeclampsia

Study design	: A randomized controlled trial
Subjects	: 201 healthy women
Treatment duration	: From 20 weeks of gestation until delivery
Drugs used	: 103 women received 2 gm of elemental Calcium 98 women received placebo

Rate of pregnancy induced hypertension



Incidence of pregnancy induced hypertension



Incidence of preeclampsia

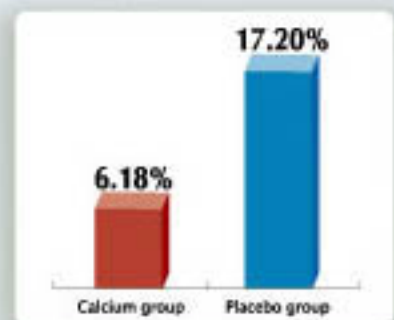


Fig: Effect of calcium supplement on pregnancy induced hypertension and preeclampsia

✓ **Apocal-D** ensures complications free pregnancy & healthy new born baby

Calcium+Vitamin D₃ Tablet

Ref: J Obstet Gynaecol Res, 1996 Oct; 22(5):425-30.

To prevent iron deficiency anaemia,

Maxiron


Carbonyl Iron, Folic acid, Vitamin B-complex, Vitamin C & Zinc Sulphate Monohydrate



Ideal Pregnancy Haematinic

- ♥ **Carbonyl Iron has a lot of benefits in comparison with other forms of iron:**
 - Contains 98% non-toxic pure iron
 - Carbonyl iron significantly reduces the chance of constipation and diarrhoea
 - Carbonyl iron is a form of iron easily absorbed by the body
- ♥ **Folic Acid:**
 - Important for the red blood cell formation & prevents neural tube defects effectively
- ♥ **Vitamin B-complex:**
 - Essential for red blood cell and haemoglobin maturation
- ♥ **Vitamin C:**
 - A powerful antioxidant, prevents free radical damage, supports the immune system and increases body's defense system against infections
- ♥ **Zinc:**
 - Reduces the incidence of miscarriage

Dose:

1  daily



Ref:
www.scriegro.com



With mango & orange mixed flavour



Codplus

Multivitamin Syrup with Cod liver oil





Developing brain with Cod liver oil

Cod liver oil contains **Docosahexaenoic Acid (DHA)** which is the most essential omega-3 fatty acid particularly valuable to the developing child during the third trimester of pregnancy and in the first 3 months of life, as the brain undergoes growth spurts during these times.

Helps to promote optimal brain development in fetus and breastfed child

Approximately **60%** of the human brain is composed of fatty material, **25%** of that is **DHA**.

-  Studies showed that low **DHA** intake in infancy can lead or contribute to **Attention Deficit Disorder and Attention Deficit Hyperactivity Disorder** .
-  Pregnant women and lactating mothers who take cod liver oil ensure adequate level of **DHA** in the breast-milk which means adequate brain development in their babies.

With mango & orange mixed flavour



Codplus

Multivitamin Syrup with Cod liver oil

stands up for tomorrow's future



www.apexpharmabd.com

Ref:

1. Pediatrics Journal January 2003; 111:e39-e44
2. www.mercola.com
3. <http://en.wikipedia.org>