

One-Page Product Concept

FEROZEN® KIDS

Microencapsulated Iron + Vitamin C Pediatric Platform

Product Positioning

FEROZEN® KIDS is a pediatric iron nutrition platform designed for children who need gentle, effective and better-tolerated daily iron support.

It combines **microencapsulated iron** with **vitamin C** to support iron absorption while helping reduce metallic taste and gastrointestinal discomfort.

Target Daily Serving

- Elemental Iron: **8 mg**
- Vitamin C: **30–40 mg**

Key Benefits

- Gentle daily iron support
- Low metallic taste
- Improved tolerability
- Supports normal cognitive development
- Supports energy metabolism
- Suitable for drops, sachets, powders and pediatric formats

Target Consumers

- Children
- Pediatric nutrition products
- Daily iron support formulations
- Markets requiring gentle iron solutions

Commercial Advantage

A science-backed pediatric iron platform that helps brands develop child-friendly, better-tolerated and market-ready iron supplements.