

Bleed: 8.75"  
Trim: 8.5"

GASTROENTEROLOGY

# B12 DEFICIENCY

## SCREEN. TREAT. PROTECT YOUR PATIENTS.

Approximately  
**48 million**  
adults are  
clinically  
B12 deficient<sup>2</sup>

B12 deficiency is more common than you think, and is directly associated with both hematological and neurological changes, including:

- memory impairment
- early dementia
- depression
- megaloblastic anemia
- irreversible nerve damage<sup>1</sup>

**780,000**  
adults have  
Crohn's disease

20-30% of adults with Crohn's disease may have B12 deficiency.<sup>3</sup>

**9 million+**  
adults nationwide  
suffer from IBS-D<sup>4</sup>

20% of adults with IBS-D or chronic loose and frequent stools will be B12 deficient.<sup>5</sup>

**1.1 million**  
suffer from  
pernicious anemia

Over 1.1 million adults 60+ suffer from pernicious anemia, a leading cause of B12 deficiency.<sup>6</sup>

**100 million**  
PPI prescriptions

Over 100 million prescriptions for proton pump inhibitors ("PPIs") are written annually. Long-term use of PPIs may increase the risk for B12 deficiency.<sup>7</sup>

**20-50%**  
of patients  
over 50

Hypochlorhydria, due to atrophic gastritis, is a common cause of B12 deficiency in people over 50. It is associated with chronic H. pylori infection and autoimmune gastritis, and an increased risk of gastric cancers.<sup>8</sup>

 **ELIGEN B12**<sup>TM</sup>  
(cyanocobalamin/SNAC)  
1000 mcg/100 mg tablets

Bleed: 11.25"  
Trim: 11"

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Trim: 8.5"

B12 DEFICIENCY. SCREEN. TREAT. PROTECT YOUR PATIENTS.



Start your B12 deficient patients on  
**Eligen B12™ Oral**  
**Once-daily dosing**  
No Needle. Normal B12 Levels.<sup>9</sup>

## HELP PATIENTS SAVE MONEY.

Eligible patients could pay no more than \$45 per month on their prescription for Eligen B12. Visit [EligenB12.com/patient](http://EligenB12.com/patient) to learn more.

Eligen B12 is a prescription medical food, as classified by the FDA. "Medical foods" are formulated to be consumed or administered orally under medical supervision, and are intended for the specific dietary management of a disease or condition for which distinctive

nutritional requirements are established by medical evaluation. Eligen B12 is available by prescription, for patients who have a medically diagnosed vitamin B12 deficiency associated with a disease or condition that cannot be managed by dietary modification alone.<sup>9</sup>

### REFERENCES

1. Evatt ML, Mersereau PW, Bobo JK, Kimmons J, Williams J. Why vitamin B12 deficiency should be on your radar screen. Centers for Disease Control and Prevention (CDC) website. <http://www.cdc.gov/ncbddd/b12/index.html>. Published June 30, 2008. Accessed January 16, 2015. 2. Allen LH. How common is vitamin B-12 deficiency? *Am J Clin Nutr.* 2009;89(2):693S-696S. 3. Headstrom PD, Rulyak SJ, Lee SD. Prevalence of and risk factors for vitamin B12 deficiency in patients with Crohn's disease. *Inflamm Bowel Dis.* 2008;14(2):217-223. 4. Hungin A, Chang L, Locke G, Dennis E, Barghout V. Irritable Bowel Syndrome in the United States: Prevalence, Symptoms, Patterns, and Impact. *Aliment Pharmacol Ther.* 2005 Jun 1;21(11):1365-75. 5. Data on file. Emisphere Technologies. 6. Andres E, Serraj K. Optimal management of pernicious anemia. *J Blood Med.* 2012;3:97-103. 7. Zayouna N. Atrophic Gastritis. Medscape website. <http://emedicine.medscape.com/article/176036-overview#a5>. Published December 18, 2014. Accessed October 29, 2015. 8. Danzinger J, William JH, Scott DJ, et al. Proton-pump inhibitor use is associated with low serum magnesium concentrations. *Kidney Int.* 2013;83: 692-699. 9. Eligen B12 [Package Insert]. Roseland, NJ: Emisphere Technologies, Inc; October 2014.

**Emisphere**

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