



Pure love, deserves a pure start

Maternal solutions that give the best start, from day one

Moms-to-be want more than basic nutrition. They look for transparent ingredient lists, peace of mind from having all essential nutrients in one supplement, and the reassurance of science-backed health claims, with obstetrics and gynecology recommendations guiding their choices.

Building on these expectations, emerging scientific evidence highlights the importance of comprehensive maternal supplementation throughout all stages of pregnancy. Research shows that including at least 350mg of DHA during pregnancy can help significantly reduce the risk of preterm birth. It also supports optimal neurodevelopment, strengthens immune response, and promotes healthier long-term outcomes for baby¹.

Why are new solutions needed?

Pregnant women rely on supplements to support healthy fetal development and full-term pregnancies, yet preterm birth still affects 5–18% of babies worldwide — a major concern for families and healthcare systems.

Recent evidence shows DHA supplementation can significantly reduce this risk, leading to 2024 Clinical Practice Guidelines that position DHA as the next folic acid, with recommended levels of 250mg preconception, 350–450mg during pregnancy, and up to 1000mg for high-risk cases².

1. Christian P, et al. Am J Obstet Gynecol. 2025
2. Middleton et al., 2018, Cetin et al., 2024, Savona-Ventura et al., 2024
3. Proprietary U&A Maternal study 2022 (Global) & 2025 (US)
4. New Product reviews & desktop search (Mintel, Innova)
5. Proprietary U&A Maternal study 2022 (Global) & 2025 (US)
6. Proprietary survey with obstetrics and gynecology 2024 (US)

75%

of doctors recommend the supplementation of moms-to-be to contain omega-3/DHA, alongside folic acid and iron⁶. Still <95% of people in the U.S. aren't getting enough DHA omega-3.

56%

of pregnant women use prenatal all-in-one multivitamins, while only about 38% of products deliver the amount of 250mg DHA per serving⁴, while evidence supports min 350 mg for reducing preterm birth risk during pregnancy.

40%

of pregnant women stop supplements due to bad taste, with pill size, nausea, and digestive issues as added barriers⁵.

Let's raise the standard in maternal nutrition

life'sDHA® meeting moms-to-be needs

From gummies and smart chews to capsules, our high-dose algal-oil *life'sDHA*® delivers the science-backed DHA level shown to help reduce preterm birth risk and give mom and baby the best start.

Clean-label and safety leadership

For maternal health, algal oil provides safety, purity and traceability — cultivated in controlled environments to minimize contaminants and ensure consistent quality.

Broad portfolio for personalized nutrition

Our ingredient portfolio also goes beyond DHA, delivering tailored solutions that support different needs across the maternal journey from preconception to postpartum support.

Sensory superiority

Enjoyable formats, quality ingredients, and taste expertise that enhance flavor and convenience, making daily nutrition enjoyable.

Meet our innovative supplement formats



Smart chew
with 250mg DHA



All-in-one gummy
with 350mg DHA



All-in-one capsule
with 350mg DHA

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