

**MOTHER
DOSE™
PRENATAL
MULTIVITAMIN
BY LAND LAB¹
— WHITE
PAPER**

**¹A SCIENCE-BACKED APPROACH
TO MATERNAL NUTRITION**

LAND LAB



Maternal nutrition plays a pivotal role in foetal development and long-term health outcomes for both mother and child. During pregnancy, the body's demand for essential micronutrients significantly increases, and deficiencies can lead to complications such as anaemia, preterm birth, and low birth weight.¹⁻³

Mother Dose™ by Land Lab is an evidence-based prenatal multivitamin designed to meet the nutritional requirements of pregnancy and breastfeeding. Developed in collaboration with doctors, naturopaths, and dietitians, our formula delivers optimal dosages of bioavailable nutrients, ensuring superior absorption and efficacy. This white paper outlines the scientific rationale behind our formulation and dosage decisions.

A SCIENCE-FIRST APPROACH: TESTING AND VALIDATION THROUGH THE LAND LAB SCIENTIFIC ADVISORY COUNCIL AND PARTNERSHIPS WITH RESEARCH INSTITUTIONS

At Land Lab, we believe that rigorous science and expert collaboration are the foundation of superior prenatal nutrition. That's why every batch of Mother Dose™ Prenatal Multivitamin undergoes extensive testing, validation, and quality assurance in partnership with third party organisations and research institutions like the University of Queensland (UQ). This means that our formula meets the highest standards of an evidence-based intervention, as it is put under the microscope both literally and figuratively. It undergoes chemical analysis of potency, purity, and bioavailability; clinical trials that are currently underway; and independent third-party testing for heavy metals, microbial contaminants, and active ingredient stability. This commitment to scientific integrity means that what we say is in our product is exactly what's in it, at the right doses to support maternal and foetal health.

Beyond testing, Mother Dose™ was formulated in collaboration with our Scientific Advisory Council, a

collective of doctors, dietitians, naturopaths, chemists and subject matter experts. This multidisciplinary team scrutinised the latest clinical research, systematic reviews, and global maternal health guidelines to create a prenatal supplement that reflects evidence-based best practices. From our highest-dose choline formulation to the inclusion of activated folate, iodine, vitamin D, and bioavailable chelated minerals, every decision was made with clinical efficacy and real-world maternal health outcomes in mind. We then went one step further and asked our peers to review the formulation. Over 50 doctors, dietitians, naturopaths and midwives evaluated Mother Dose™ and you can read those reviews below.

By merging academic research, clinical expertise, and rigorous testing, Mother Dose™ represents a new benchmark in prenatal supplementation, one that is healthcare practitioner-formulated, scientifically validated, and endorsed by over 50 experts.

FULL INGREDIENT LIST

INGREDIENT	PER CAPSULE	PER DOSE (3 capsules)
Terminalia ferdinandiana fruit flesh powder (Kakadu Plum)	200 mg	600 mg
Zingiber officinale root ext. dry conc. (Ginger)	500 mg	1500 mg
Choline (as choline bitartrate)	183.3 mg	550 mg
Thiamine nitrate (equiv. Thiamine B1)	10 mg	30 mg
Riboflavin sodium phosphate (equiv. Riboflavin B2)	5 mg	15 mg
Nicotinamide (B3)	10 mg	30 mg
Calcium pantothenate (equiv. Pantothenic acid B5)	10 mg	30 mg
Pyridoxal 5-phosphate monohydrate (equiv. Pyridoxine B6)	3.33 mg	10 mg
Biotin (B7)	100 mcg	300 mcg
Levomefolate glucosamine (equiv. Levomefolic acid B9)	166.6 mcg	500 mcg
Mecobalamin (B12)	50 mcg	150 mcg
Selenium (as selenomethionine)	20 mcg	60 mcg
Zinc (as zinc citrate dihydrate)	8 mg	24 mg
Colecalciferol (Vitamin D3)	8.33 mcg	25 mcg
Betacarotene (from Lyc-O-Beta 20%)	1 mg	3 mg
Phytomenadione (Dry Vitamin K1)	20 mcg	60 mcg
Vitamin K2 as MK7	10 mcg	30 mcg
Chromium (as chromium picolinate)	16.6 mcg	50 mcg
Manganese (as manganese amino acid chelate)	1.67 mg	5 mg
Iodine (as potassium iodide)	90 mcg	270 mcg
Molybdenum (as molybdenum trioxide)	8.3 mcg	25 mcg
Ascorbic acid	20 mg	60 mg

U = International units, mcg = microgram

VALIDATION OF KEY NUTRIENTS IN MOTHER DOSE™



OUR SOCIAL IMPACT MODEL

AT LAND LAB, WE BELIEVE MATERNAL NUTRITION SHOULDN'T BE A PRIVILEGE, IT'S A RIGHT. BUT IN AUSTRALIA TODAY, THAT RIGHT IS UNEVENLY DISTRIBUTED.

The science is clear: deficiency of micronutrients during pregnancy can give rise to complications including anaemia, preterm birth, low birth weight, as well as long-term risks of chronic diseases for the child, such as diabetes and cardiovascular disease.^{1-3, 69, 70}

However, research suggests that 25% of pregnant Australian women aren't taking the pregnancy vitamins they need because they're too expensive.⁷¹

MOTHERLINES FOUNDATION IS ON A MISSION TO CHANGE THAT.

We created Motherlines, a DGR-registered charity, to help Australian pregnant women who are experiencing disadvantage to gain access to essential evidence-based prenatal vitamins by removing the financial barriers to access.

PROFITS WITH PURPOSE

Land Lab, has created an evidence-based prenatal multivitamin that is retailed to the general public. A significant portion of the profits from these sales is donated directly to Motherlines Foundation, which uses these funds to provide 10 months of essential prenatal multivitamins to pregnant Australian women holding a government-issued concession card.

MOTHER DOSE™ PRENATAL MULTIVITAMIN IS BACKED BY RIGOROUS SCIENTIFIC RESEARCH, DELIVERING OPTIMAL, BIOAVAILABLE DOSES OF ESSENTIAL NUTRIENTS TO SUPPORT MATERNAL AND FOETAL HEALTH. THROUGH PEER REVIEW, THIRD-PARTY TESTING, AND EVIDENCE-BASED FORMULATION, WE PROVIDE A PRENATAL SOLUTION THAT PRIORITISES EFFICACY, SAFETY, AND ACCESSIBILITY.

FOR HEALTHCARE PROFESSIONALS AND CONSUMERS SEEKING A SUPERIOR PRENATAL MULTIVITAMIN, MOTHER DOSE™ SETS A NEW STANDARD IN MATERNAL NUTRITION, BLENDING SCIENTIFIC PRECISION WITH SOCIAL IMPACT.

“This is transgenerational healthcare at its best.”

- Elizabeth Maxwell, MD. Obstetrician and Fertility Consultant

“This product has been so thoughtfully crafted to nourish the body with nutrients which are easily absorbed. The addition of traditional indigenous ingredients and consideration of addressing morning sickness, really highlights how much care was taken to nurture women’s bodies through conception and pregnancy.”

- Alex Thomson, Registered Midwife

“This supplement clearly values the key needs of pregnant women. From considering how well it would be tolerated, to making it accessible to all women, I believe this will be an essential recommendation for women who are planning, or are already pregnant.”

- Sarah Tapp, Registered Midwife

“This formulation simplifies the complex area of pregnancy supplementation. This will reduce so much stress for women who are trying to meet their individual needs from multiple different products. This formulation has really considered the evidence for a broader population.”

- Nikki Preiner, Registered Dietitian

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