


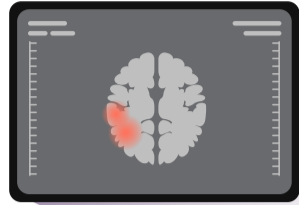


WHY INFANTS **NEED** THE **Vitamin K Shot**

Newborn babies need vitamin K to help with proper blood clotting and protect them from vitamin K deficiency bleeding.

This type of bleeding is dangerous and can lead to:

-  Internal bleeding, including in the brain and other organs
-  Brain damage
-  Death



One out of every five babies with vitamin K deficiency bleeding dies.



Babies don't get vitamin K from their moms before they are born.

But vitamin K deficiency bleeding is easily preventable with a shot at birth.



Newborns who do not get a vitamin K shot are **81 times more likely** to develop severe bleeding.

The vitamin K shot is:



Safe and effective



Routinely given to newborns



Recommended by the American Academy of Pediatrics



Not a vaccine



Protect infants from life-threatening bleeding with a vitamin K shot at birth.

