

# Mama's Select Expands Pregnancy-to-Postpartum Supplement Portfolio

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Mama's Select announces a coordinated expansion of its pregnancy-to-postpartum supplement portfolio with the launch of Postpartum Hair, Methylfolate + B12, and Iron Plus, along with a planned September 2026 launch for Organic Moringa. The products are intended to support maternal nutrition across pregnancy, postpartum recovery, and breastfeeding. Information about the brand is available from Mama's Select.

The portfolio expansion brings three supplements into the brand's current offering for mothers at different stages of the maternal nutrition journey. Postpartum Hair is a postnatal vitamin formulated specifically for new and breastfeeding moms. It supports postpartum hair wellness, including stronger, fuller-looking hair with thickness and shine. The product is described as vegan, non-GMO, allergen-free, and made without artificial additives or harsh fillers. Product information also describes the formula as designed specifically for breastfeeding and postpartum moms.

Methylfolate + B12 is designed for pregnancy and breastfeeding nutrition. It provides L-methylfolate (5-MTHF), the active form of folate, and includes methylated vitamin B12 as methylcobalamin. The formula supports maternal nutrition from pregnancy through breastfeeding. It is described as a vegan, non-GMO, allergen-free formula made in a USA-based GMP-certified facility and third-party tested, according to the supplied product information.

Iron Plus provides 18 mg of highly absorbable iron and uses ferrous bisglycinate, a well-tolerated form of iron. It includes vitamin C to support iron absorption and is designed for pregnancy, postpartum recovery, and breastfeeding. The product is described as vegan, non-GMO, gluten-free, and free from major allergens. The formula is presented as gentle daily iron support, with product information focused on nutritional use rather than medical outcomes.

The three launches form one portfolio expansion rather than separate product announcements. Together, they address nutritional and wellness considerations that may arise from pregnancy through postpartum and breastfeeding. Postpartum Hair focuses on postnatal hair wellness, Methylfolate + B12 provides active folate

and methylated B12 support, and Iron Plus provides a daily iron formula with vitamin C. The products are organized around life-stage needs and clearly stated ingredient information.

Mama's Select is also previewing Organic Moringa, an upcoming plant-based supplement for breastfeeding mothers planned for September 2026, approximately one month after this announcement. The product is intended to support maternal wellness and breastfeeding nutrition. The planned timing may change as product preparation continues. The preview describes an upcoming product and does not establish specific individual outcomes.

The company's stated product standards include highest quality clean ingredients, mothers and babies first, and no junk or fillers like GMOs or allergens. Its broader brand language also references bioavailability and easy digestion, along with honesty, integrity, and excellence. These statements describe the company's approach to product development and communication. Mothers considering supplements during pregnancy, postpartum, or breastfeeding can evaluate product information alongside individual nutritional needs.

The brand's postpartum offering includes Postpartum Hair, while its product information also identifies Methylfolate + B12 and Iron Plus as options for maternal nutrition during pregnancy, postpartum recovery, and breastfeeding. The planned Organic Moringa product is intended to add a plant-based option for breastfeeding mothers when introduced in September 2026. No product statement in this release is presented as a promise of a particular health result.

Mama's Select's breastfeeding-focused information includes breastfeeding supplements, with the company's product descriptions centered on maternal wellness and nutritional support. Product selection remains dependent on individual circumstances, ingredients, dietary needs, and stage of pregnancy or breastfeeding. The release is intended to provide factual information about the announced portfolio and planned product timing.

"This portfolio expansion reflects the different nutritional questions mothers may have during pregnancy, postpartum recovery, and breastfeeding. Mama's Select is introducing products with clearly stated purposes and ingredient information, while keeping the focus on mothers and babies first," said the Mama's Select Press Department.

Mama's Select is focused on creating nutrition for the unique needs of mothers and babies. The company's stated mission centers on maternal and infant nutrition during pregnancy and beyond, with an emphasis on mothers and babies first.

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