

When your *new* nutrient needs arrive*

The science-backed postnatal is designed to support women during postpartum, breastfeeding, and beyond, with key nutrients to help fill common nutritional gaps.*



Supplement Facts

Serving Size: Two (2) Vegan Capsules
Servings Per Container: 30

	Amount Per Serving	%DV for Pregnant/Lactating Women
Vitamin A (as beta-carotene)	500 mcg RAE	38%
Vitamin C (as ascorbic acid)	12 mg	10%
Vitamin D (as cholecalciferol) ¹ [from Lichen (whole plant)]	50 mcg (2000 IU)	333%
Vitamin E (as alpha tocopherol from mixed tocopherols) [from Brassica napus (seed)]	10 mg	53%
Folate (as 6S-5-methyltetrahydrofolate [glucosamine salt])	1000 mcg DFE	167%
Vitamin B12 (as methylcobalamin)	10 mcg	357%
Biotin	150 mcg	429%
Choline (as choline bitartrate)	55 mg	10%
Iron (as ferrous bisglycinate)	8 mg	30%
Iodine (as potassium iodide)	200 mcg	69%
Magnesium (as dimagnesium malate)	32 mg	8%
Zinc (as zinc bisglycinate)	3 mg	23%
Omega-3 Docosahexaenoic Acid (DHA) Fatty Acids [from Schizochytrium sp. (whole microalgae)]	350 mg	**
Boron (as calcium fructoborate)	0.7 mg	**
Vitamin K2 (as Menaquinone-7)	90 mcg	**

**Daily Value (DV) not established.

Other Ingredients: Stomach acid-resistant outer vegan capsule (hypromellose, gellan gum), inner vegan capsule (hypromellose), silica, cellulose, l-leucine.

Key Ingredients & Benefits

NORMAL IMMUNE FUNCTION*

Vitamins A, C, D3, & Zinc help support normal immune function.* We opted for a vegan-certified form of Vitamin D3 from sustainably harvested lichen over animal-based sources like sheep’s wool grease.

HIGHER NUTRIENT REQUIREMENTS DURING LACTATION*

Iodine, Biotin, & Choline support women’s increased nutrient requirements during lactation.* We use a USP-grade Iodine & a nature-identical form of Biotin.

LACTATION SUPPORT*

Omega-3 DHA helps support fatty acid content of breast milk in lactating women.*

BRAIN HEALTH*

Choline, Omega-3 DHA, & Vitamin B12 help support brain health.* We use a clinically studied form of Choline that’s made up of nature-identical tartrate.

A Food-First Approach

Using data from the National Health and Nutrition Examination Survey (NHANES) and our unique 4-step approach to formulation, Essential Postnatal multivitamin is designed to complement a well-balanced diet, ensuring mothers receive key nutrients they may not be getting enough of from food alone.*

We’re Made Traceable®

100% of Ritual’s active and other ingredients are Made Traceable™, meaning we publicly share the supplier name and final place of manufacturing for our active and other ingredients. Because transparency is great, but traceability means more—it’s the very core of our commitment to quality, safety, and efficacy, and it’s how we empower women to make informed choices about what they put into their bodies.

Testing & Certifications

Each batch of Essential Postnatal multivitamins undergoes extensive third-party testing for heavy metals and microbes. We also test for purity and composition to ensure that what’s on the label is what’s in the product. That’s why we not only conduct our own testing but also achieved Clean Label Project Certification.

The Clean Label Project is considered one of the strictest for protecting consumers from harmful contaminants. It independently tests for 200+ environmental contaminants and harmful chemicals, such as heavy metals (like lead and arsenic), pesticide residues, plasticizers, and antibiotic residues.

Patented Nutrient Delivery Technology

Not only did we pick key nutrient forms that have been shown to be gentle on the stomach, but our delayed-release capsules were designed to dissolve in the small intestine, an optimal place to absorb nutrients.*



- Nested capsule design combines oily & dry ingredients in one capsule.
- Essenced with a citrus or mint tab in each bottle for a more enjoyable experience.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.