

For thinking, trying & when *it's time**

The #1 best-selling prenatal—and the only leading prenatal backed by its own human clinical trial.^{††} Learn more at ritual.com



Supplement Facts

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

	Amount Per Serving	%DV for Pregnant/Lactating Women
Vitamin D (as cholecalciferol) [from Lichen (whole plant)]	50 mcg (2000 IU)	333%
Vitamin E (as alpha tocopherol from mixed tocopherols) [from Brassica napus (seed)]	7 mg	37%
Folate (as 6S-5-methyltetrahydrofolate [glucosamine salt])	1000 mcg DFE	167%
Vitamin B12 (as methylcobalamin)	8 mcg	286%
Biotin	150 mcg	429%
Choline (as choline bitartrate)	55 mg	10%
Iron (as ferrous bisglycinate)	18 mg	67%
Iodine (as potassium iodide)	150 mcg	52%
Magnesium (as dimagnesium malate)	32 mg	8%
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

NEURAL TUBE SUPPORT

Folate & Choline to support neural tube development. We use methylated folate as 5-MTHF, the active form of folic acid. This bypasses common gene variations that make the folic acid to folate conversion more difficult for up to 1/3 of people.

BONE HEALTH

Calcium-helper nutrients D3, K2, Magnesium, & Boron help maintain bone health.* We opted for a vegan-certified form of Vitamin D3 from sustainably harvested lichen over animal-based sources like sheep's wool grease.

BLOOD-BUILDING

Iron, Folate, & Vitamin B12 contribute to red blood cell formation.* We chose a chelated form of Iron that's backed by decades of human studies—plus, it's shown to be gentler on the stomach than other forms.*

BABY'S BRAIN DEVELOPMENT

Choline, Folate & Omega-3 DHA to support fetal brain development.* We source our Omega-3 from microalgae instead of fish, offering a vegan alternative.

Clinically Backed Support

Essential Prenatal is clinically proven to support a healthy pregnancy for mom and baby.^{††}

• Demonstrates Key Nutrient Bioavailability^{††}

In a 24-week clinical trial, Essential Prenatal, compared to a leading brand, resulted in 97% less unmetabolized folic acid in mom's blood and 82% less in the placenta.^{††}

• Supports Baby's Bone Health^{††}

Essential Prenatal is formulated with calcium-helper nutrients D3, K2, Magnesium, and boron and is clinically-proven to help support baby's bone-health.^{††}

• Lower Cortisol^{††}

Moms taking Ritual Essential Prenatal had a lower overall cortisol level during pregnancy than those taking a leading prenatal.^{††}

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 Prenatal multivitamins undergoes extensive third-party testing for heavy metals, microbes, and major allergens. 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.

[†]Based on net sales from industry data including Nielsen IQ, Stackline, and Numerator as of Q4, 2024 and top 5 products.
^{††}Based on a 24-week, randomized, double-blind, controlled clinical trial on 62 second and third trimester pregnant women.