



The Conception Kit

FACTS ABOUT FERTILITY IN AMERICA

More than seven million Americans struggle with fertility issues each year¹. Infertility is recognized as a disease or condition of the male and/or female reproductive system by both the American Society for Reproductive Medicine (ASRM) and the American College of Obstetricians and Gynecologists (ACOG).

- **Infertility is no longer considered just a female problem.**

Infertility affects men and women equally. Approximately one-third of fertility issues are attributed to the female partner, one-third attributed to the male partner and one-third caused by a combination of problems in both partners, or is unexplained.² A couple is considered infertile if they have not used contraception and have not become pregnant within 12 months.

- **Most people suffering from infertility are over the age of 30.**

The reality of modern life in America is that many couples are waiting longer to start a family. Many women are delaying motherhood as they pursue career goals, resulting in approximately 20% of women in the U.S. having their first child after age 35. For both men and women, conception becomes more difficult after 27.

- **Approximately nine million American women have used infertility services.³**

Until now, couples facing fertility issues have had few options beyond expensive drugs or invasive procedures. The Conception Kit can serve as a 'first resort' for couples who want to significantly increase their chance of becoming pregnant without turning to drugs or surgery in the privacy of their own home.

- **The average cost of an IVF cycle in the U.S. is \$12,400⁴.**

Couples who face conception issues not only face the emotional pain associated with not being able to become pregnant, but may also face financial obstacles put in front of them. As not all insurance companies will cover infertility treatments, some couples have been known to take drastic measures including refinancing their homes. For \$299.95, the Conception Kit is a safe, easy-to-use and affordable option for couples who want to enhance their opportunity to conceive.

¹ Source: National Center for Health Statistics of the Centers for Disease Control and Prevention

² Source: American Society for Reproductive Medicine

³ Source: National Center for Health Statistics of the Centers for Disease Control and Prevention

⁴ Source: American Society for Reproductive Medicine