

“do not remove applicator from foil pouch until ready to use”




  
**pre~seed**<sup>®</sup>
  
 personal lubricant
   
*“fertility~friendly”*<sup>™</sup>

# TECHNICAL & MARKET INFORMATION

# The Trying-to-Conceive (TTC) Market

- ~ 11 million couples in US actively seeking to conceive a child
- ~ 6 million of these couples are “infertile”
  - Medical diagnosis TTC for one year or more
  - 10% of all reproductive age couples
- ~ 9 million US visits to physician each year for fertility
  - includes infertile & “anxious but fertile”



# TTC Couples Have High Incidence of Vaginal Dryness

75% report increased vaginal dryness due to:

- intercourse “on demand” around ovulation
- fertility medications
- fear of failure

46% of TTC couples always or often use lubricants

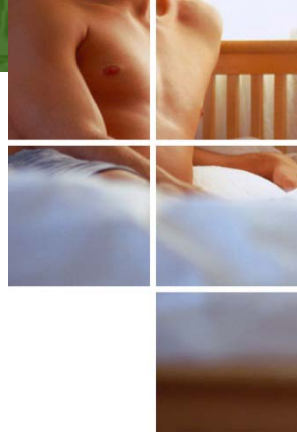
Dryness & pain at intercourse can impact relationship

↓ enjoyment by man = ↓ sperm production

⇒ *33% of infertile women & 17% of infertile men develop major sexual dysfunction*



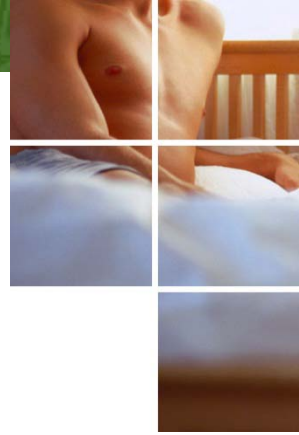
# Quality of Sexual Relationship for TTC Couples Matters!



Couples able to practice timed intercourse *and* maintain sexual pleasure during ovulation (the fertile window) have:

- increased overall sperm counts for the man
- ***better subsequent pregnancy rates!***

# Vaginal Lubricants Damage Sperm



Over 15 publications show sperm damage after exposure to leading lubricants (e.g. KY, Astroglide, Replens...)

Sperm damage can cause:

- decreased ability to swim thru the cervix
- decreased ability to fertilize egg & support normal embryo development

⇒ **Pre-fertilization exposure of sperm to all other lubricants tested results in early embryo losses** (*animal model*)

# The Solution

**The first and ONLY LUBRICANT allowed to claim that it is “safe for use by couples who are trying to conceive”.**



# Unique Features of Pre~Seed®

- ✓ Patented formulation to optimize sperm function
- ✓ Contains no glycerol
  - toxic to sperm & irritating to some women*
- ✓ pH, viscosity & ion balanced to match
  - fertile cervical mucus*
- ✓ Contains the plant antioxidant arabinogalactan to support sperm function
- ✓ Developed by an award-winning, internationally published, woman Sperm Physiologist

# Pre~Seed® Science

Extensive testing reviewed & accepted by FDA for Class 2 device clearance

Research to achieve these claims included (among others) :

- Human Sperm Studies

  - Motility Maintenance (swimming)

  - Chromatin (DNA) Integrity (genetic damage)

- Cervical Mucus Penetration Testing

  - Ability to swim into cervical mucus

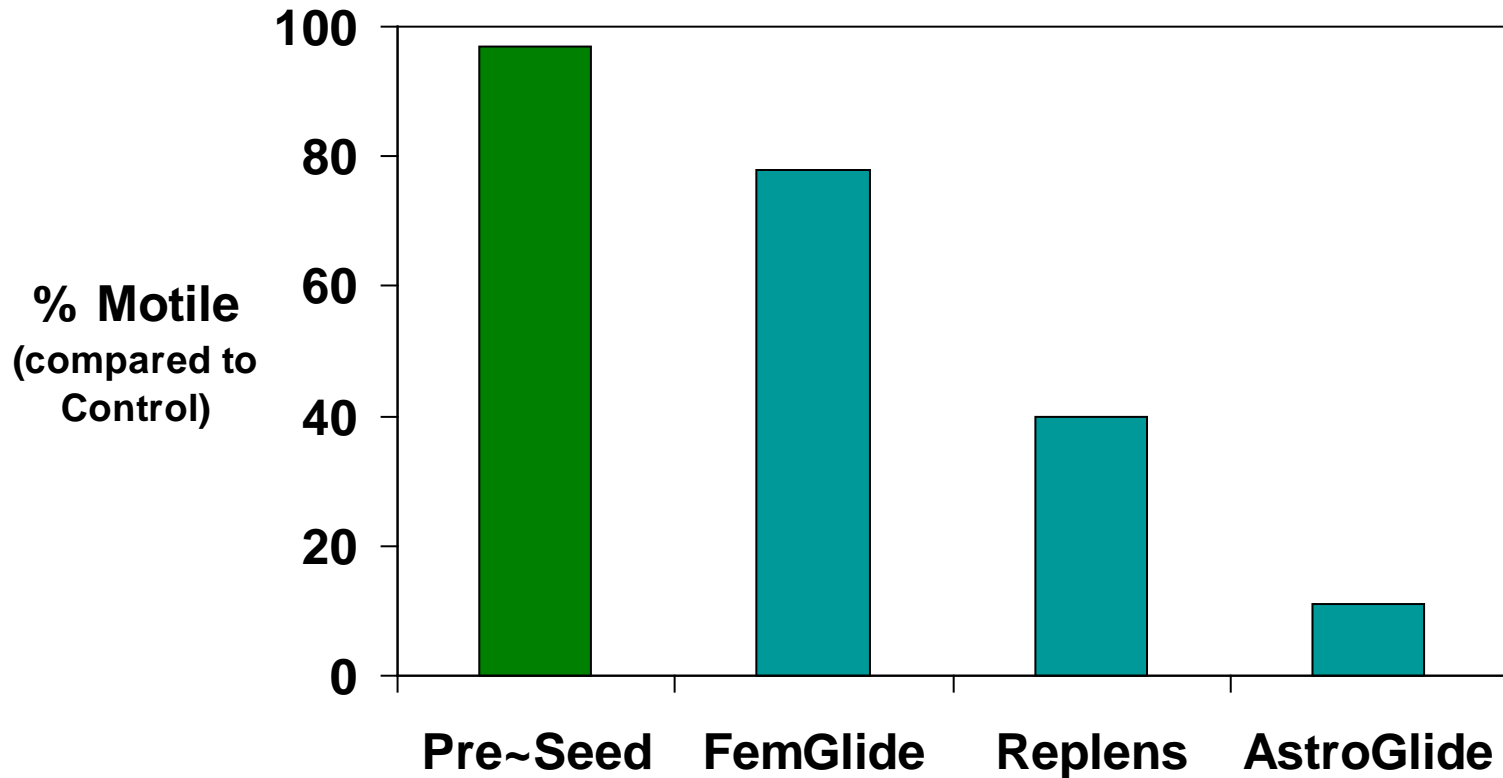
- In Vitro Fertilization & Subsequent Embryo Growth

  - Sperm exposed to lubricant → eggs fertilized with sperm → resulting embryos allowed to develop for one week

  - Animal model to look for sublethal sperm damage which can cause pregnancy losses

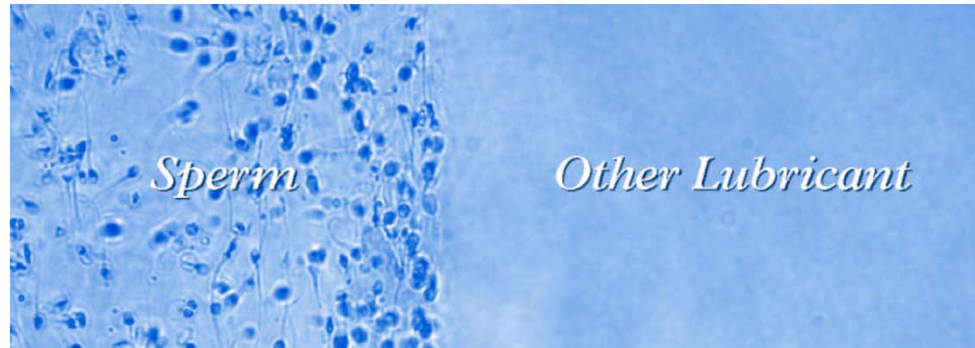
# Pre~Seed® Does Not Impair Sperm Motility

## Pre~Seed® vs. Leading Lubricants

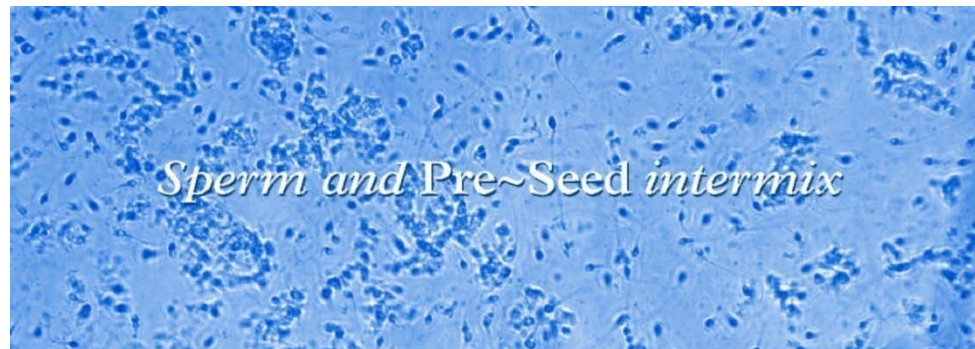


\*Adapted from Agarwal A, et al., Fertility and Sterility 2008; 89:375-79

The pictures below illustrate the sperm-friendly environment *Pre~Seed* provides.\*



Popular lubricants can create a barrier that interferes with sperm.

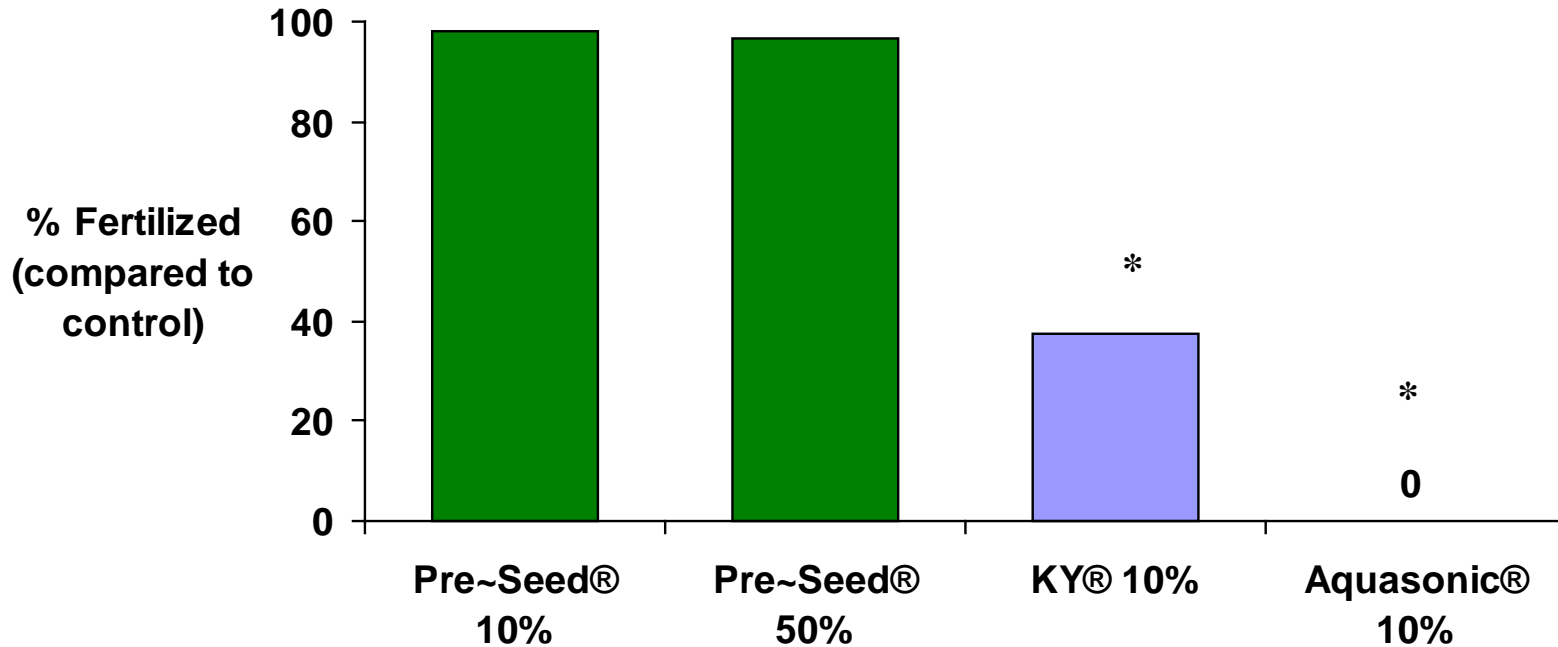


*Sperm in Pre~Seed are able to move freely through both the semen and the Pre~Seed moisturizer.*

\* Pictures taken in laboratory at 200X magnification after 10 minutes of contact.

# Pre~Seed® Does Not Impair Fertilization

## The Effect of Lubricants on the Fertilization of Oocytes

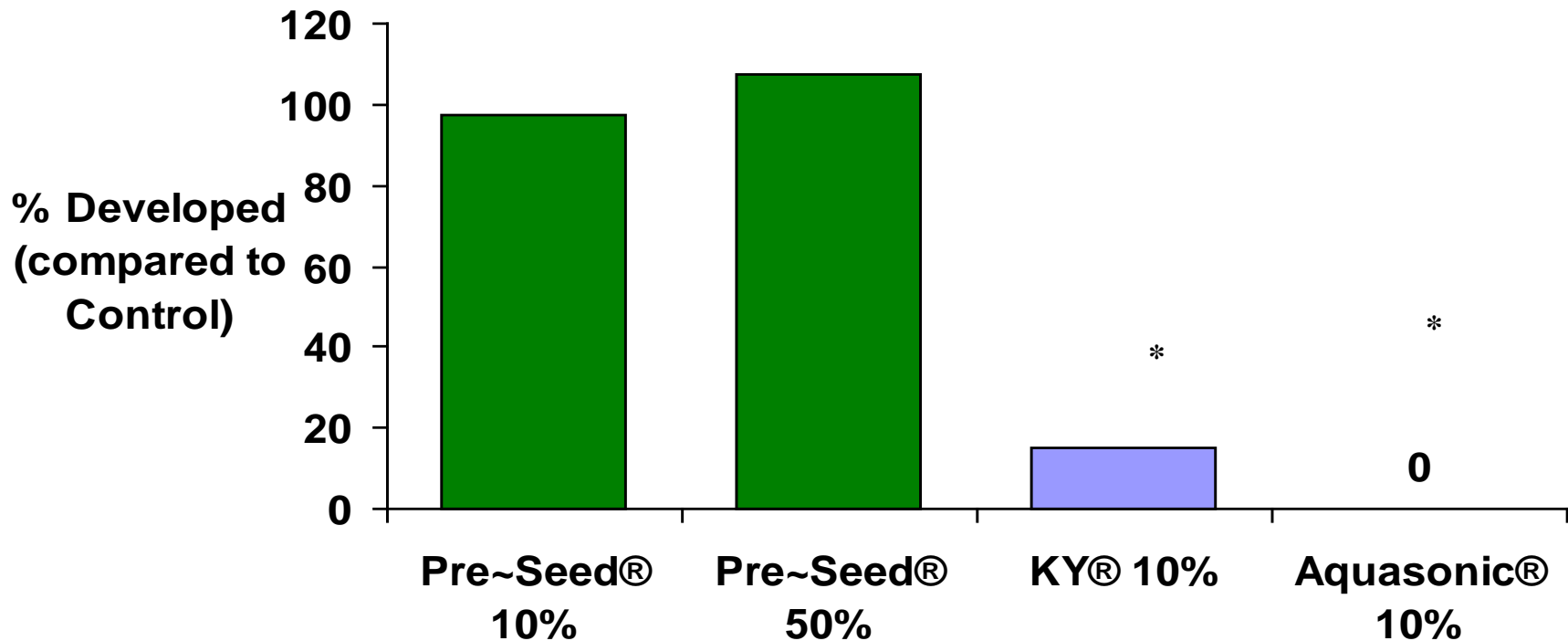


$p < 0.01$

n = at least 40 bovine eggs per treatment

# Pre~Seed® Does Not Impair Embryo Development

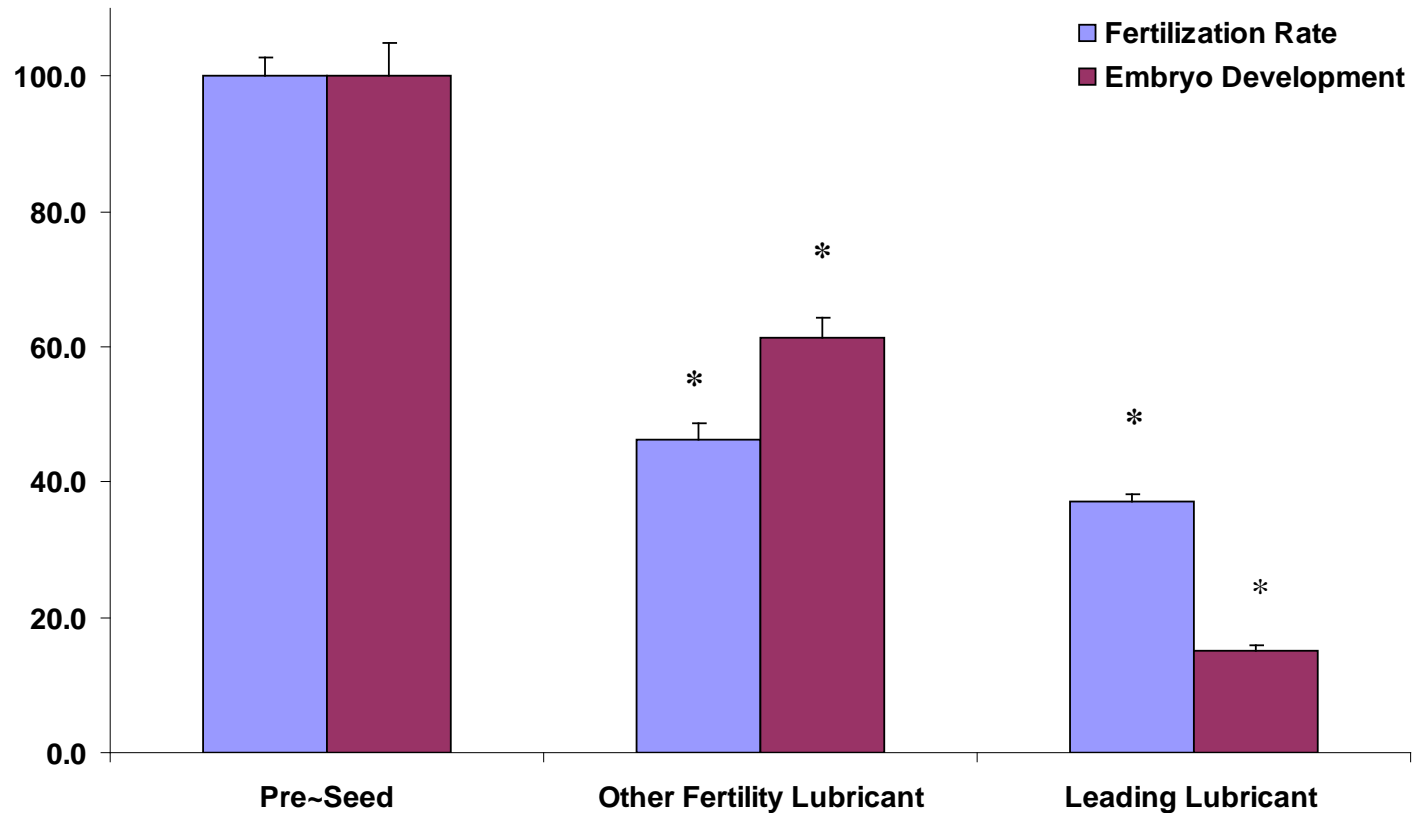
The Effect of Lubricants on Embryo Growth Over One Week



$p < 0.01$

# Pre~Seed® and Other “Fertility Lubricants”

% Fertilization and Embryo Development Compared to Control



$p < 0.01$

# n = 80 per treatment

# Quality Assurance

- **FDA-Cleared Class II Medical Device**
- Lot Release Testing
  - Sperm Motility, Mouse Embryo Assay, Microbiology, Endotoxin, Viscosity, pH, Osmolality
- Manufactured under GMP in FDA Registered Facility
- Shelf-life 24 months

# INGfertility History

Dr. Joanna Ellington *Co-Founder & Inventor*

- PhD 1990 Cornell University  
Reproductive Physiology
- Primary Research  
~ 75 publications & chapters in sperm physiology
- Federal Funding  
Over \$1.4MM through NIH, USDA ...
- Awards  
International Young Andrologist Award  
Distinguished Alumni Univ. of Tennessee  
Executive Council, American Society of Andrology

# INGfertility History

**1994** Discovery of improved sperm function w/ bioactive plant polysaccharide arabinogalactan

Antioxidant activity protects sperm from damage

Active fraction in many herbal remedies

**1995** World patent application filed

Nonspermicidal vaginal lubricant with arabinogalactan, to optimize pre-fertilization sperm function

**2000-2002** “fertility-friendly” Pre~Seed Moisturizer developed, tested, and commercialized

**2002** Q4 sales start at drugstore.com

✓ “medicine cabinet” category leader by 3 months

## ING History cont...

**2003** Pre~Seed in Toni Weschler's International Bestseller, "Taking Charge of Your Fertility"

**2003** US Patent 6,593,309 issues

**2005** Pre~Seed® becomes registered trademark

**2006** 510(k) for PRÉ Lubricant (Pre~Seed formula)

✓ *first ever FDA lubricant clearance with allowed use during fertility intervention*

**2007** PRÉ Isotonic Lubricant launched

✓ *same formula as Pre~Seed, for external use*

**2008** Ghent University study shows Pre~Seed® formula less irritating than leading lubricants

*Adriaens E, Remon JP Sex Transm Dis. 2008 May;35(5):512-6*

## ING History cont...

**2008** Cleveland Clinic study shows Pre~Seed® does not harm sperm motility or DNA (genetic material)

Agarwal A, Deepinder F, Cocuzza M, Short RA, Evenson DP  
Fertil Steril 2008;89:375–379

**2008** PRÉ® registered trademark

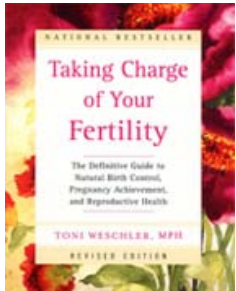
**2008** 510(k) for Class 2 device, Pre~Seed® with claims of “safe to use when trying to conceive”

**2008** Pre~Seed® recommended for optimizing natural fertility in all couples

Practice Committee of American Society for Reproductive Medicine  
(Practice Guidelines) Optimizing Natural Fertility. Fertil Steril. 2008  
Nov;90 (5 Suppl):S1-6

## ING History cont...

### 2009 Pre~Seed® mentioned in three leading books on trying to conceive:

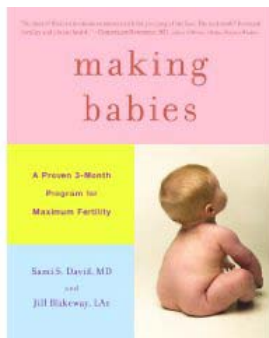
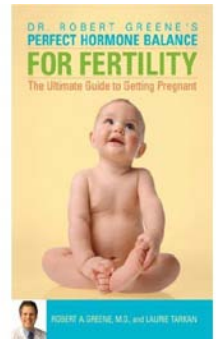


"The bad news is that virtually all lubricants...can kill sperm...Luckily, though, a revolutionary new vaginal moisturizer has been developed... It is called Pre-Seed..."

Toni Weschler *"Taking Charge of Your Fertility"*

"Many women have avoided popular lubricants because they've been shown to interfere with normal sperm function. There is at least one product called Pre-Seed, that won't reduce fertility."

Dr. Robert Greene *"Perfect Hormone Balance for Fertility"*



"If you need a little extra moisture—and many couples do at ovulation or under the stress of trying to conceive—you don't have to do without. Look for Pre-Seed lubricant, which is specially designed for couples trying to conceive."

Dr. Sami David *"Making Babies: A Proven 3-Month Program for Fertility"*

# Pre~Seed® Marketing

## Magazines, Internet & Physician Mailings



*Seriously fun baby-making!*

Pre~Seed® is the first lubricant that is safe to use when trying to conceive. Leading lubricants can damage sperm and should be avoided during this time.

- ✓ Developed by a women's sperm physiologist
- ✓ Balanced to match fertile cervical mucus
- ✓ Patented formula for antioxidant support
- ✓ Doesn't interfere with sperm function or embryo development\*

\*Visit [preseed.com](#) to learn more.

*"My husband and I decided to try for our first child while he was home on leave from Iraq. We used PreSeed during my ovulation window, and it worked like a charm! I am currently 11 weeks along, and so thrilled!" JRS*



Pre~Seed, as mentioned in "Optimizing Natural Fertility" by the American Society for Reproductive Medicine, a report providing physicians with suggestions for optimizing the likelihood of achieving pregnancy in couples... who have no evidence of infertility.

# Pre~Seed® Marketing

## Active friend, family and TTC community referrals

PRE~SEED USERS' STORIES

HOME

Testimonials from Users of Pre~Seed Intimate Moisturizer

Posts RSS Comments RSS

Our Pre~Seed Users' Stories Pre~Seed Lover on Dec 3rd 2009

### Our Baby Girl

I've wanted to thank you for your products for a while now. My husband tried for a year to become pregnant. Within the first month of using pre-seed we were able to conceive our little girl and now she is here! She was born on Thanksgiving 2009 and she gives us more to be thankful for each day. Thank you for your part in brining her into our lives! Sincerely, ~ ED

Share and Enjoy:

Comments Off

Our Pre~Seed Users' Stories Pre~Seed Lover on Dec 2nd 2009

### In only our second month of using Preseed I became pregnant!!

Hello my name is Jennifer and after 1 year and 9 months of trying to conceive. We were just about ready to do a surgery on me to check for endometriosis. We were also ready to do our second IUI

Click Here for the Pre~Seed Solution

TELL US YOUR PRE~SEED USER STORY!

Want to Share Your Pre~Seed Story with Us?

click here to email us your story!

Search for:

Search

INGfertility  
"Naturally Enhancing Reproduction™"

# Available thru & Recommended by Hundreds of Pharmacies & Physicians

Find Pre-Seed & Pre' Lubricant in Stores Near You - Click Here - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Mail Print Send To Favorites

Address [http://preseed.com/MedicalProfessionals/Healthcare\\_Comments.php](http://preseed.com/MedicalProfessionals/Healthcare_Comments.php) Go Links

Google Search Sidewiki Check Translate Sign In

*Fertility-friendly Intimate Moisturizer™* 



- The Problem
- The Solution
- Dr. E's FAQs
- Testimonials
- Pre-Seed Blog
- Order Now
- Medical Professionals
- The Company
- The Science
- Places to Buy

### Healthcare Provider Comments on Pre-Seed & Pre'!

"In working with our OB-GYN and infertility doctors, we provide products like **Pre~Seed**, so our patients have easy accessibility. Thank you." — K, Small Stones, Brookfield, WI

"Our patients love this product! Couples facing infertility feel empowered when they have a product that can help them succeed with their treatments!" — JT, RN, Clermont OB/GYN & Infertility, Clermont, FL

"Our patients are pleased to have a product designed for infertility use. The feedback on this product has been favorable & positive. Thank you for helping our infertility patients." — C, RNC/NP, Northwest Womens Healthcare, Kalispell, MT

"Your product is great for patients who are uncomfortable with collection here in our office. It sometimes makes the difference in who is able to continue with treatment!" — D, Midwest Reproductive Center, Olathe, KS

"This is the only lubricant we recommend. Patients love it. — JG, Anchorage, AK

"Excellent product. Patients like ease of use. Strongly recommend!" — JM, MD, East IIsip, NY

"Pre-Seed is essential because so many of our infertility patients experience dryness." — Lakeshore Women's Specialists, Mooresville, NY



**Read What Healthcare Providers are Saying!**

Done Internet

# Significant Market Potential



## INGfertility-User Focus Group Surveys

- Most couples begin using Pre-Seed within three months of starting TTC
- Like best → fertility friendly,  
non-irritating, natural feeling
- Like least → limited brick & mortar access



**pre~seed**<sup>®</sup>  
personal lubricant  
“fertility~friendly”<sup>™</sup>

Package used in different countries



Middle East  
[www.medintim.de](http://www.medintim.de)



United States + Canada  
[www.ingfertility.com](http://www.ingfertility.com)



Europe  
[www.medintim.de](http://www.medintim.de)