

Pre~Seed(R) 'Fertility-Friendly' Lubricant Expands Consumer Access - Now Available To All US Independent Pharmacies Through H&H Wholesale

Spokane, WA (MMD Newswire) November 17, 2009 -- Pre~Seed(R) 'fertility-friendly' Lubricant (INGfertility, Spokane, WA, www.preseed.com) is expanding product access to trying-to-conceive couples in the US with a new distribution partnership making Pre-Seed(R) available through H&H Wholesale Services to the more than 23,000 independent pharmacies in the US. Pre~Seed(R) is the first and only lubricant to receive FDA clearance as "safe to use when trying to conceive." Pre~Seed(R) is pH, viscosity and ion balanced to match fertile cervical mucus and does not harm sperm. Internal application of the product allows for moisturization and lubrication inside the vagina where sperm are deposited during intercourse. "This allows sperm to encounter an optimal environment after ejaculation," according to award-winning Sperm Physiologist and INGfertility founder Dr. Joanna Ellington.

"The leading lubricants all damage sperm and may interfere with fertilization and embryo development. These lubricants should not be used while trying to conceive," states Ellington. At least 15% of all trying-to-conceive couples do not become pregnant after a year of unprotected intercourse and are diagnosed as infertile. With only a 20% chance of becoming pregnant each month, many more couples seek medical advice before a diagnosis of infertility is applicable. Fertility interventions in the US represent at least a \$2 B/yr industry with many couples using invasive, costly interventions. Pre~Seed(R) provides moisture inside, where these couples need it most, without interfering with sperm function or embryo development (see www.preseed.com/stories).

"Pre~Seed(R) sales have grown every year since its introduction in 2003," states Ellington. "We currently have over 350 US pharmacies and health-care clinics that use or carry the product." However, she states that one of the most frequent suggestions by consumers is that Pre~Seed(R) be more widely available in stores. "H&H's distribution is providing us with a major jump in the number of places where couples can find Pre~Seed(R) in their own town. Our store locator directory www.preseed.com/PlacesToBuy/cat.php?id=1 is growing weekly," states Ellington, "bringing Pre~Seed(R) significantly closer to trying-to-conceive couples everywhere."

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