



Baby Making Just Got Easier With the Release of New Zealand's First Fertility Friendly Personal Lubricant

Sadly, couples often believe that if a lubricant does not contain a spermicide it will not impair sperm. This is not the case, even though many existing lubricants claim not to damage sperm. Numerous and extensive studies worldwide have shown that leading brands of popular personal lubricants harm sperm and can keep them from swimming to the egg. Therefore, these lubricants should be avoided if you are trying for a baby. With the rise of couples experiencing fertility issues combined with research indicating rapidly declining sperm counts, this is a devastating fact for those people who require a personal lubricant.

Up until the release of Pre~Seed[®], all that was soft, silky and sensuous, was getting couples in the mood, but had those important swimmers turning up their toes instead or searching for that illusive egg. Pre~Seed[®] is the first and only personal lubricant with FDA approval for use while trying to conceive naturally or during fertility interventions. Peer reviewed and published research from the world renowned Cleveland Clinic has shown that existing personal lubricants harm sperm. In fact, the spermicidal activity of three brands of popular personal lubricants was equivalent to that of a contraceptive jelly! After minimal exposure to even low concentrations of personal lubricants, sperm are either terminated or were no longer swimming.



Further research shows that if a sperm that has been in contact with a conventional personal lubricant does get lucky and find an egg, the resulting embryo can be severely compromised. One study showed that only 6 percent of embryos exposed to a popular lubricant for 30 minutes had developed normally after seven days.

Pre~Seed®'s unique fertility friendly, clinically proven, formulation was developed by one of the world's leading sperm physiologists, Dr Joanna Ellington, during her 15 years of research into male factor infertility. Pre~Seed has undergone extensive independent research and testing, and has proven to be the first lubricant to not harm sperm or developing embryos. Further, Pre~Seed®'s unique formulation incorporates the plant antioxidant arabinogalactan which is proven to assist and support sperm. Pre~Seed® has also been clinically tested for irritation. Unlike many other personal lubricants, Pre~Seed® tests show no evidence of irritation.

Pre~Seed® has been sold in America for over six years and is used in leading fertility and women's clinics around the world. Each lot of Pre~Seed® is carefully screened to assure a fertility friendly environment before it is released for sale.

Pre~Seed has been exclusively introduced to the New Zealand market by New Zealand Medical Supplies and is available in pharmacies. Further information is available from your pharmacy or from www.preseed.co.nz