

EMBARGOED UNTIL: 00:01 TUESDAY 6 MAY 2014



The Stork[®] has landed!

New home conception aid launches to help couples conceive

Tuesday 6 May 2014 – Today, The Stork, a new home conception aid launches across the UK. For the first time it brings together cervical cap insemination, a well-established technique used by healthcare professionals, with new innovative technology, to help couples conceive naturally and in the privacy and comfort of their home. The Stork helps bridge the gap between natural intercourse and in-clinic, assisted treatments such as intrauterine insemination (IUI), in vitro fertilization (IVF) or clomifene.

Starting a family is one of the most important times in a couple's life. For some falling pregnant is easy, however for others it is not so straightforward - one in seven couples in the UK have difficulty conceiving¹. It can be an extremely emotional and stressful time, often leaving couples feeling out of control and powerless. A new survey launched in conjunction with patient support group Infertility Network UK, showed that nearly half (46%) of women in the UK expected to fall pregnant straight away or within 3 months². When women didn't fall pregnant when they expected to, they felt stressed (47%) and blamed themselves (26%)². Over a third (40%) felt there was something medically/physically wrong with them². The survey also revealed some of the lengths women would be willing to go to in order to get pregnant. Nearly half would give up holidays (47%) or sacrifice their social life (44%)². The Stork is a new option to help support couples along their journey to conception, alongside expert advice, to help make trying less trying.

“For couples trying unsuccessfully to conceive, the impact can be devastating. At Infertility Network UK, we see first-hand the distress and pain that fertility problems cause. We know that around 3.5 million people in the UK are currently experiencing difficulty getting pregnant, and we work to support them on what can often be a very lonely, stressful and isolating journey.” says Kate Brian from Infertility Network UK.

The Stork uses a “condom-like” sheath for the collection of sperm and an easy-to-use “tampon-like” applicator which delivers semen close to the cervical opening. The technique of cervical cap insemination has a recorded success rate of around 20%,^{3,4} which is comparable to IUI - with recorded success rates between 16-21%^{4,5}. The Stork is designed to help couples with common fertility difficulties such as low sperm count, low sperm motility, unfavourable vaginal environment, ovulation timing and unexplained infertility.

“We're delighted to launch The Stork in the UK as it provides couples with another option to try, which may help them start a family. What's unique about this product is that it marries a well-established technique with new technology to allow couples to try and conceive naturally at home.” said Stephen Bollinger, President and CEO of Rinovum Women's Health and the creator of The Stork. “We understand that the wider support that comes around trying for a baby is also key and with this in mind we are committed to working with external partners such as Infertility Network UK to campaign for better support for couples on their journey to conception.”

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The recommended retail price of The Stork, containing one device to be used in one ovulation cycle, is £100 and can be purchased online from Superdrug (www.superdrug.com/page/stork). More information about The Stork can be found at www.thestorkconception.co.uk. Here you can find Stork demonstration videos and resources to help couples trying to start a family.

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Editors Notes

About The Stork

The Stork works by collecting semen into a cervical cap, which is located at the bottom of a condom-like sheath. The applicator then delivers the cervical cap, containing the semen, to the entrance of the cervix. The cervical cap is left next the cervix for 4-6 hours and then removed using a tampon like pull chord. The cervical cap keeps the semen as close to the cervix as possible, to allow sperm to swim up to the egg. Normal daily activities can be carried out whilst the cervical cap is in place. It is recommended that The Stork be used just before and/or during ovulation.

Rinovum Women's Health

Rinovum Women's Health, Inc. is a privately held women's health company dedicated to bringing products into the market that will enhance women's lives and empower them to take charge of their health. Their first focus, The Stork, is a conception aid for reproductive health to assist in natural fertility and conception in the privacy of the patients' home. Rinovum Women's Health aims to provide products that are easy-to-use and safe, as well as a more economical way for a couple to address some of these issues. More information about Rinovum Women's Health, Inc. can be found at www.rinovum.com

About Infertility Network UK

Patient charity, Infertility Network UK, provides help, support and information to people who are struggling to conceive. They are there for everyone, right through their journey, whatever the outcome. This year, they are launching their second National Fertility Awareness Week (October 27 - November 2). To get behind them visit www.infertilitynetworkuk.com.

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References

- ¹ Infertility. NHS Choices. <http://www.nhs.uk/Conditions/Infertility/Pages/Introduction.aspx> [accessed April 2014].
- ² Research carried out by Red Shift Research. Total sample size was 1032 adult women. Fieldwork was undertaken between 31st March and 11th April and was carried out online. Survey was conducted in conjunction with Infertility Network UK.
- ³ Corson SL, Bazar FR, Otis C, Fee D. The cervical cap for home artificial insemination. *J Reprod. Med.*, 1986, May; 31 (5): 349-52.
- ⁴ Subak et al. Therapeutic donor insemination: a prospective randomized trial of fresh versus frozen sperm. *American Journal Obstetrics and Gynecology*, 1992, June; 166 (6pt 1): 1597-604.
- ⁵ HFEA. 2009. What is intrauterine insemination (IUI) and how does it work? www.hfea.gov.uk [accessed April 2014].