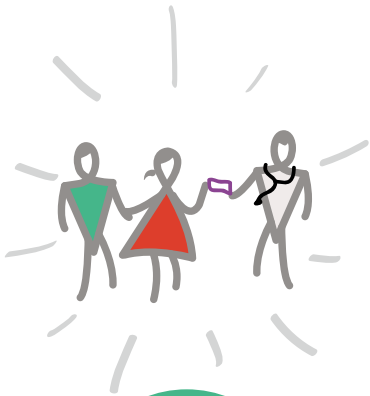


# THE CONCEPTION KIT

at-home system ♀

## 3 Easy Steps



1

### See Your Doctor

- ✓ Ask your doctor about the Conception Kit®
- ✓ Give your doctor the Dr. Fact Sheet
- ✓ Ask your doctor for a prescription



2

### Check Your Insurance (or Budget for the Kit)

- ✓ Call your Insurance Benefit Manager (the number on the back of your card)
- ✓ Ask if the Conception Kit® is covered under your pharma benefit: reference the National Drug Code: # 8597-1111-13
- ✓ If not, then budget \$360 for a 3 month Supply to get your Conception Kit®



3

### Get Your Kit

- ✓ Drop off your prescription at the pharmacy; give the Rx Fact Sheet to your pharmacist.
- ✓ Pick up our Conception Kit® the next day. Plan when to use the Conception Kit®
- ✓ Look for our email and tell us when you have your kit. We will invite you into the Private User's Group with free resources on getting pregnant.

 **Conception Kit**  
at-home system  
[www.ConceptionKit.com](http://www.ConceptionKit.com)

# THE CONCEPTION KIT

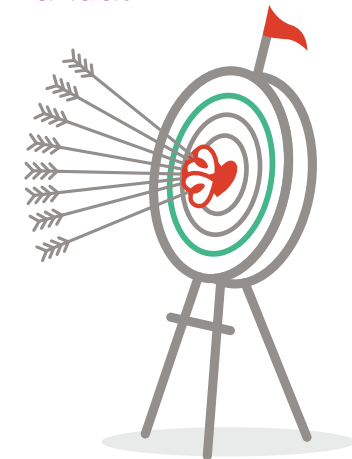
at-home system<sup>+</sup>

## What's In the Box



The Conception Kit<sup>®</sup> at-home system contains the following items for 3 monthly cycles:

- 3 FDA-cleared Conception Caps<sup>®</sup>
- 1 Practice Conception Cap<sup>®</sup>
- 24 Conceivex Ovulation Predictors
- 3 Latex-Free Conceivex Semen Collectors
- 3 Sperm-Friendly Intimate Moisturizers
- 3 Pregnancy Tests
- 1 Conception Wheel
- 1 Conception Journal
- 1 Instruction Manual

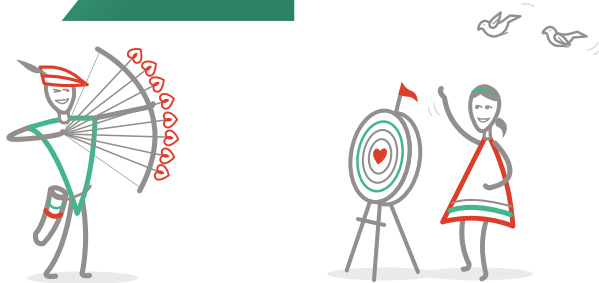


 **Conception Kit<sup>®</sup>**  
at-home system  
[www.ConceptionKit.com](http://www.ConceptionKit.com)

# Helping Couples Get Pregnant How Does it Work?

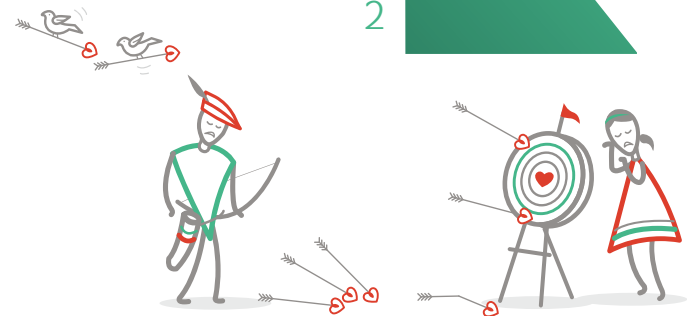
1

1



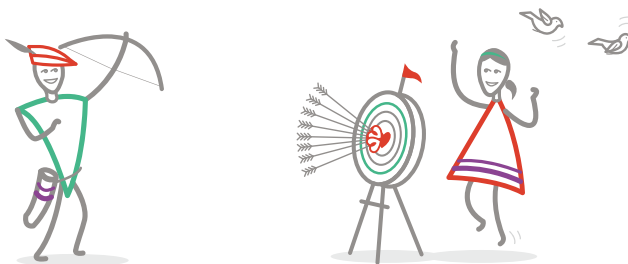
**Getting Pregnant is Like an Archer Trying to Hit a Target**  
The more arrows he can shoot onto her bulls-eye, the better chance they will have to naturally conceive.

2



**But Sometimes Things Don't Work Just Right**  
Small obstacles can prevent conception: the archer may not have enough arrows, his arrows might not fly very well, the environment may keep the arrows from reaching the target, or her target may be shifted and harder to reach.

3



**The Conception Kit® Supports Your Natural Fertility**  
When you use the Conception Kit® at-home system, the process of natural conception is enhanced which ensures that all the arrows have their best chance for a bulls-eye, and you have your best shot of having a baby.

4



**So You Can Get Pregnant Naturally**  
Couples who use the Conception Kit® feel relieved that they don't need expensive and invasive fertility treatments to get pregnant - they just need fertility support. Discover the Conception Kit's simple, yet innovative at-home support for your fertility.  
Get ready to hit the bullseye!



Ask your doctor about the Conception Kit® at-home system. It is available by prescription and covered by most insurance. It is a low cost, first step support for couples struggling to get pregnant. FDA cleared. Natural support. Complementary with natural fertility treatments.

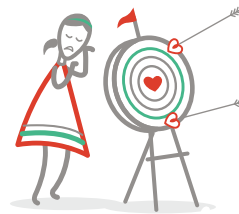
# Helping Couples Get Pregnant

## How Does it Work?

1



The little heart shaped arrows represent the over 50 million sperm that the man will launch.



The moved target with few arrows on it represent the shifting anatomy of the woman and the difficulty of the sperm to hit the bullseye.



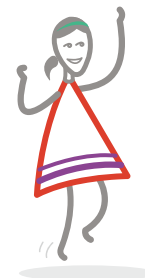
The heart shaped bullseye he is launching them at is the small opening, or "os," of the woman's cervix.



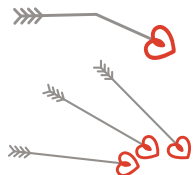
The purple quiver represents the Conception Kit at-home system's semen collector that the man will wear during intercourse.



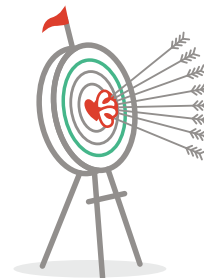
The little birds carrying away the arrows represent how gravity can cause the semen to fall out, and how the sperm will die within 10 minutes due to the pH of the vaginal canal.



The purple stripes on her dress represents the Conception Kit at-home system's Conception Cap which they will place on the cervix with the sperm inside after intercourse.



The broken arrow represents low sperm count. In the last 80 years sperm counts have fallen from 200 to 50 million. The arrows on the ground represent low sperm motility.



The target with all the arrows on the bullseye represents how the Conception Kit at-home system works to place the sperm in direct contact with the bullseye so that you have the best chance to get pregnant. Get ready to hit the bullseye!



Whether the patient is trying to get pregnant with a first baby or adding to a growing family... conceiving a child is not always easy. The Conception Kit<sup>®</sup> at-home system is a comprehensive, FDA-cleared medical device designed as a first-step treatment to help couples go beyond ovulation timing and overcome common fertility problems.



### WHO IS THE CONCEPTION KIT AT-HOME SYSTEM FOR?

This at-home system empowers couples attempting to conceive by giving them a safe, simple, inexpensive and practical first step to use during the initial attempts to become pregnant. The patient population includes:

- Couples in the initial 12 month period of trying to conceive.
- Women who are on fertility medications.
- Couples who have been diagnosed, who do not wish to pursue (or have already tried) invasive clinical procedures.

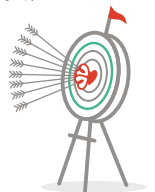
- Couples who will not use some assistive reproductive technologies (ART) due to their moral or religious perspectives.
- Couples who desire to maximize their conception opportunity within a given time period (teachers, CPA's).
- Military couples needing to maximize time available while the partner is home.
- Vasectomy reversal patients.

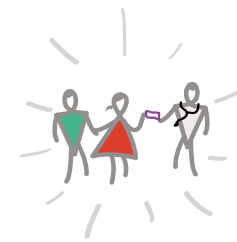
### WHAT IS THE CONCEPTION KIT AT-HOME SYSTEM?

The Conception Kit<sup>®</sup> at-home-system is a three month treatment prescription-only medical device for at-home use. The kit is designed to enhance success rates of conception and is FDA 510K cleared.

The Conception Kit<sup>®</sup> at-home system is indicated for assisted insemination with:

- low sperm count
- low sperm motility
- hostile vaginal environment (pH)





### WHAT IS THE CONCEPTION KIT<sup>®</sup> AT-HOME SYSTEM? (CONTINUED)

The Conception Kit<sup>®</sup> at-home system contains the following items for 3 monthly cycles:

- 3 FDA-cleared Conception Caps<sup>®</sup>
- 1 Practice Conception Cap<sup>®</sup>
- 24 Conceivex Ovulation Predictors
- 3 Latex-Free Conceivex Semen Collectors
- 3 Sperm-Friendly Intimate Moisturizers
- 3 Pregnancy Tests
- 1 Conception Wheel
- 1 Conception Journal
- 1 Instruction Manual

### HOW DOES IT WORK?

The Conception Kit<sup>®</sup> at-home system goes beyond ovulation timing by concentrating all available sperm where they need to be at the best time for conception to occur. This is possible by using the primary component of the kit: the Conception Cap<sup>®</sup> (see photo above).

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The ability to concentrate semen and deliver it to the cervix is very important when you consider that the majority of sperm never make it to this critical point of entry. Studies have shown that 90% of sperm die in the vagina within the first ten minutes. Inside the Conception Cap<sup>®</sup> sperm can live up to and beyond 6 hours, while protected from the acid Ph of the vaginal environment. It also addresses back flow of gravity or by male withdrawal.

After intercourse, all available semen is transferred from the semen collector to the soft, flexible Conception Cap<sup>®</sup>. It is then inserted into the vagina and placed over the cervix, where sperm cells are placed in direct contact with the cervical opening for 4-6 hours.

### HOW TO PRESCRIBE

A prescription is required in the United States. To prescribe, simply write: "1 Conception Kit<sup>®</sup>."

[www.ConceptionKit.com](http://www.ConceptionKit.com)

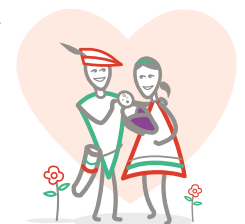
Patients can obtain the Conception Kit<sup>®</sup> at-home system at their local pharmacy.

### INSURANCE

Many insurance plans cover the Conception Kit<sup>®</sup> at-home system as a pharmacy benefit making this a simple co-pay (typically ranging from \$25-\$50) at the pharmacy for the patient.

### ABOUT CONCEIVEX

Conceivex, Inc. is a privately owned reproductive healthcare company headquartered in Eastern, Michigan. The Conceivex mission is to empower couples with health care products to assist them in reaching their reproductive goals. The Conception Kit<sup>®</sup> at-home system is FDA cleared.





## CHECK YOUR INSURANCE.

Call your Insurance Benefit Manager (the number on the back of your card).

Ask if the Conception Kit<sup>®</sup> is covered under your pharma benefit.

Reference the National Drug Code: # 8597-111-13

### INSURANCE COVERAGE

#### THE KIT CONTAINS THE FOLLOWING ITEMS FOR 3 MONTHLY CYCLES:

- ✓ 3 FDA-cleared Conception Caps<sup>®</sup>
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- ✓ 3 Sperm-Friendly Intimate Moisturizers
- ✓ 3 Pregnancy Tests
- ✓ 1 Conception Wheel
- ✓ 1 Conception Journal
- ✓ 1 Instruction Manual

#### 3 MONTH SUPPLY

**\$0 - \$75\***

(\*Co-pay rates will vary)

### OUT OF POCKET

#### THE KIT CONTAINS THE FOLLOWING ITEMS FOR 3 MONTHLY CYCLES:

- ✓ 3 FDA-cleared Conception Caps<sup>®</sup>
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- ✓ 1 Instruction Manual

#### 3 MONTH SUPPLY

**\$360\***

(\*\$120/Month)

### WITHOUT THE CONCEPTION KIT<sup>®</sup>

#### THE MEDICAL COSTS OF NOT USING THE CONCEPTION KIT CAN BE VERY HIGH:

Fertility Workup for a Diagnosis: \$5,000  
(the upper limit)

Drug Meds Per Month: \$200 - \$2,000  
(rates may vary)

Intrauterin Insemination (IUI): \$1100+  
(per insemination cycle with medication)

InVitro Fertilization (IVF): \$12,000 - \$15,000  
(per cycle, most couples require several cycles)

#### TOTAL INVESTMENT

**\$5,000 - \$60,000\***

(\*Estimated costs)



## Rx Fact Sheet For Pharmacists



The Conception Kit® by ConceiveX, Inc. is now available through your Cardinal Health Portal, AmerisourceBergen or McKesson Pharma Portal. Order in the portal so the patient can pick it up 24 hours later.

### WHAT YOU NEED TO KNOW ABOUT FILLING A CONCEPTION KIT® AT-HOME SYSTEM SCRIPT

The Conception Kit® at-home system is a medical device that goes through the system as a pharmaceutical. It is a covered pharmacy benefit on most insurance plans. Most policies cover it for a reasonable co-pay. It is designed to be filled at the local pharmacy.

The Conception Kit® at-home system has a National Drug Code Number:

**NDC # 08597.1111.13**

It is not uncommon that some of the distribution centers will only show one kit in stock. That's ok, go ahead and order the kit and it will be filled in 24 hours.

### WHAT IS THE CONCEPTION KIT AT-HOME SYSTEM?

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The kit is designed to enhance success rates of conception and is FDA 510K cleared.

The Conception Kit® at-home system is indicated for assisted insemination with:

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### HOW DOES IT WORK?

The Conception Kit® at-home system goes beyond ovulation timing by concentrating all available sperm where they need to be at the best time for conception to occur. This is possible by using the primary component of the kit: the Conception Cap®.

### INSURANCE & OUT OF POCKET

Many insurance plans cover the Conception Kit® at-home system as a pharmacy benefit making this a simple co-pay (typically ranging from \$25-\$50) at the pharmacy for the patient.

If the patient is paying out of pocket the cost of a three month supply is around \$360. The Conception Kit® at-home system is designed

[www.ConceptionKit.com](http://www.ConceptionKit.com)

to be a low cost, first step solution so that the couple can avoid more costly procedures that can range from \$5,000 to \$60,000 in some cases.

### WHAT IS IN THE CONCEPTION KIT® AT-HOME SYSTEM?

The Conception Kit® at-home system contains the following items for 3 monthly cycles:

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- 24 ConceiveX Ovulation Predictors
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### QUESTIONS?

If you have any questions or difficulties, please call us at 616-642-6917 extension 109. We are happy to help.

