

FERTILITY FACTS: Know More. Start Asking.

www.MyFertilityFacts.com

CAMPAIGN BACKGROUND & PURPOSE

Infertility is more common than you might expect. About 1 in 8 U.S. couples have trouble getting or staying pregnant.¹ The recognition of infertility as a disease by major health organizations, including the World Health Organization (WHO), has changed the dialogue surrounding the topic.² In line with this change, it's time to interrupt the current conversation and ensure that these discussions include the real facts, and not the age-old myths and misperceptions that are often shared.

ABOUT THE FERTILITY FACTS CAMPAIGN

Ferring Pharmaceuticals has created the **Fertility Facts: Know More. Start Asking.** campaign, and has teamed up with the American Society for Reproductive Medicine (ASRM) and RESOLVE: The National Infertility Association, to provide education and support resources. The campaign encourages women and men everywhere to think more proactively about their future and ask their doctor for the facts about fertility in order to make the best decisions, whether you're planning to start a family now, or think you may want to in the future.

COMMON MYTHS AND MISPERCEPTIONS

With all of the information available to us, it's sometimes hard to tell the difference between myth and fact, particularly when it comes to fertility. According to a recent survey from RESOLVE: The National Infertility Association, some of the top fertility myths are related to topics such as:

- **When to see or speak with a doctor about fertility.**
(Hint: It's never too early!)
- **The impact of age on fertility.**
(Hint: Age has a definite impact, but everyone is different! Learn about yourself.)
- **The cause of infertility.**
(Hint: Male factor and female factor infertility are equally as likely!)

Remember, education is important, even before actively trying to start a family! Learn more about common fertility myths, and the real facts, and take our interactive quiz to test your knowledge at

www.myfertilityfacts.com

GETTING TO KNOW CAMPAIGN SPOKESPERSON, BOBBIE THOMAS

Bobbie Thomas is a beauty and fashion expert, author, and the host of "Bobbie's Buzz" for NBC's TODAY Show. Beyond this, however, she has a personal passion for encouraging more open dialogue about infertility so couples facing the disease know they are not alone. Bobbie herself pursued in vitro fertilization (IVF) treatment, which ultimately led to the birth of her son, Miles, in July 2015. Bobbie believes awareness and education are fundamental to providing women and men with reproductive options, and that infertility is a topic more people should be openly talking about.

TAKE ACTION

FOR YOURSELF

Whether you're planning to start a family now, or think you may want to in the future, there's no better time to get to know the real Fertility Facts. Consider having a preliminary conversation with your OB/GYN about what you need to know before you begin trying to conceive, or, when to see a reproductive health specialist if you're having difficulty getting or staying pregnant.

Visit www.myfertilityfacts.com for a list of questions you can use when talking to your doctor.

FOR OTHERS

Talking to a friend or family member dealing with infertility may seem overwhelming. And yet, for those dealing with infertility, making your support known can provide a spark of hope or inspiration during the challenging experience of facing infertility.

Visit www.myfertilityfacts.com to learn more about infertility etiquette including what to say...and what not to say to those facing infertility!

¹ RESOLVE: The National Infertility Association. "Fast Facts About Infertility." 19 Apr. 2015. Web. 4 Jan. 2016.

² Zegers-Hochschild et al. "International Committee for Monitoring Assisted Reproductive Technology (ICMART) and the World Health Organization (WHO) Revised Glossary of ART Terminology, 2009*." Fertility and Sterility 92.5 (2009): n. pag. Web. 1 Apr. 2016.

Bobbie Thomas is a paid spokesperson of the Fertility Facts: Know More. Start Asking. campaign.

