

## **Fairhaven Health Launches New Brand, IsoLove; Revolutionary Isotonic and Paraben-free Feminine Care Products**

*Fairhaven Health is excited to announce the launch of their newest specialty brand, IsoLove, a first-of-its-kind line of paraben-free and isotonic vaginal gels designed for perineal massage, postpartum recovery, and much more. Their inaugural product in the IsoLove line, the IsoFresh Balancing Vaginal Gel, is a pure, simple and safe natural douche alternative designed to work from the inside out to naturally minimize unwanted feminine odor and support optimal vaginal pH balance.*

Bellingham, Washington ([PRWEB](#)) October 11, 2016 -- Everything you know about vaginal care products is about to change. Industry leader in natural, science-based products for fertility, pregnancy, breastfeeding, and menopause, Fairhaven Health, is excited to announce the launch of their newest specialty brand, IsoLove. IsoLove offers a first-of-its-kind line of paraben-free and isotonic vaginal gels designed for perineal massage, postpartum recovery, and much more. Their inaugural product in the IsoLove line, the IsoFresh Balancing Vaginal Gel is available now. IsoFresh is a pure, simple and safe natural douche alternative designed to work from the inside out to naturally minimize unwanted feminine odor and support optimal vaginal pH balance.

Many regular activities such as monthly periods, exercise, and making love can increase a woman's vaginal pH, leading to an imbalance in the vaginal ecosystem causing increased odors and a desire to feel more fresh. Developed by acclaimed Reproductive Physiologist, Dr. Joanna Ellington, IsoFresh differs from other freshening products on the market because of its isotonic technology that matches the natural salt concentration of vaginal cells. Other commercially available freshening gels and douches are either too low or too high in salt concentrations relative to vaginal tissues which can lead to irritation, tissue damage, loss of good bacteria and overall disruptions of the vaginal ecosystem.

Dr. Ellington adds, "Over the past five years, science has lead to breakthrough understandings into how the vaginal ecosystem works to protect a woman's body. Sadly, women's products on the market haven't kept pace with what we know. I developed the hydrating, bioadhesive IsoFresh gel to work with women's bodies to support vaginal self-cleaning and a balanced vaginal ecosystem."

The National Institutes of Health warns women against douching because of increased risk of cancer, infection, and infertility in women, in part because douches wash away the natural vaginal protection mechanisms. With IsoFresh, women don't have to worry about doing more harm than good. Unlike other freshening products that contain chemicals and oils that cause tissue irritation, IsoFresh contains no oils, no glycerin, no hormones, and no parabens.

Dr. Ellington states, "Fairhaven Health shows a commitment to bringing the latest science forward in women's health, with their new isotonic product line. I am thrilled that a company has chosen to put the science around vaginal physiology first in product development."

Over 50% of women report that occasional unwanted feminine odor concerns them. Although women are told about the dangers of douching, almost half of all women have used douches in recent studies of American women.

“I love IsoFresh and have found it helpful for my own personal use. There can be a lot of shame for women especially since they are told that the vagina is “self-cleaning” and they shouldn’t have to use products to re-balance their natural pH. But sometimes the vagina needs to exfoliate and flush out an imbalanced environment. I hope with a better understanding of how Vaginal self-cleaning occurs, women can more wisely choose the right products to optimize their own freshness and balance,” said Ellington.

IsoFresh Balancing Vaginal Gel is now available for online purchase at [www.myisolove.com](http://www.myisolove.com) for \$19.95.

The IsoLove brand will feature a number of isotonic, paraben-free vaginal gel products and will be supported by its own website [myisolove.com](http://myisolove.com), as well as, being available on [FairhavenHealth.com](http://FairhavenHealth.com). Dr. Ellington is available for media interviews about this new line.

#### About Fairhaven Health:

Fairhaven Health is a specialty supplier of natural, doctor-designed products to support fertility enhancement, pregnancy and breastfeeding. We offer a broad range of products to help couples conceive, providing natural alternatives to more expensive and invasive infertility treatments. Our clinically validated fertility supplements and ovulation prediction tools are recommended by OBGYNs and fertility specialists and have helped tens of thousands of couples conceive naturally. Once pregnancy is achieved, we offer natural, doctor-designed prenatal supplements and our award-winning Milkies nursing products to help new moms meet their breastfeeding goals. And we are very excited to launch our new brand, isolove; paraben-free and isotonic vaginal gels designed for perineal massage, postpartum recovery, and much more.



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