



isolove®

pure. simple. safe.

IsoFresh Balancing Vaginal Gel



BabyDance Fertility Lubricant Made Without Parabens

IsoFresh Oral Probiotic for Vaginal Health



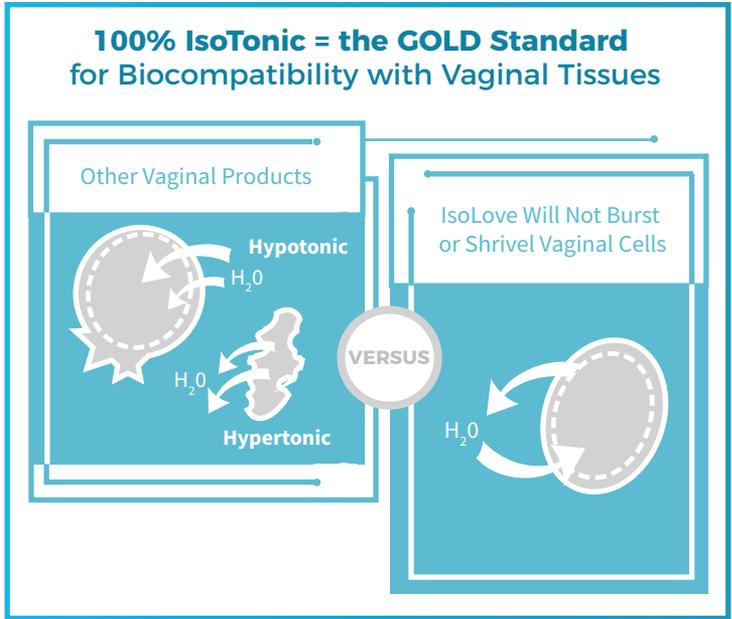
BabyIt Perineal Massage & Postpartum Comfort Gel



Everything you know about vaginal care products is about to change.

IsoLove = IsoTonic

IsoLove products are isotonic to vaginal tissues, which means that the ion, or salt, concentration of the product is the same as the ion concentration of vaginal cells. Many of the other commercially available lubricants, freshening gels, and massage oils are hypo or hypertonic (with too low or too high of a salt concentration relative to vaginal tissues), and cause water to be sucked out, or pushed into, the vaginal cells. This forced movement of water changes vaginal cell shape and biology, leading to irritation, tissue damage and disruptions of the vaginal ecosystem. Unlike these other products, IsoLove products won't pull or push water in or out of vaginal cells. Instead, IsoLove products rehydrate tissues to a normal, healthy level, and help to maintain the integrity and health of your vaginal cell structure and ecosystem.



IsoLove vs. Other Gels and Lubricants

	IsoLove	Other Brands**
Isotonic (non-isotonic products cause cell irritation & toxicity)	yes	no
Made w/o parabens (parabens cause cell irritation & toxicity)	yes	no
Oil-free (oils increase risk of vaginal infection)	yes	no
Glycerol-free (glycerol is linked to vaginal irritation & toxicity)	yes	no

*Studies on file
 **Statement refers to one or more commercially available products.
 US and International Patents Pending
 IsoLove is a registered trademarks of Fairhaven Health.

IsoFresh Balancing Vaginal Gel

Maintain vaginal balance and stop unwanted feminine odor naturally

As many as 2 out of 3 women experience unwanted feminine odor, which is often associated with changes in vaginal pH and an imbalance in the vaginal ecosystem. Many common activities can disrupt vaginal balance, including monthly periods, exercise, making love, and weight gain.

To restore freshness, women often resort to douching. Unfortunately, most douches contain harsh chemicals, and tend to do more harm than good. In fact, the National Institutes of Health warns women against douching because of increased risk of cancer, vaginal infections, and infertility.

IsoFresh™ Balancing Vaginal Gel is the first isotonic and paraben-free vaginal balancing gel available - a pure, simple and safe natural douche alternative, designed to work from the inside out to naturally minimize odor and support optimal vaginal pH balance.



Feel confident with IsoFresh:

- Eliminates unwanted feminine odors
- Promotes optimal vaginal pH
- Formula is 100% isotonic, and contains no parabens, no oils, and no glycerol.
- Stays put! According to 90% of users, IsoFresh isn't messy and doesn't leak out*
- More economical than leading brands, providing 12 doses in one carton, compared to other brands that provide only 4 doses per carton.
- Preserves friendly vaginal lactobacillus bacteria*

IsoFresh Probiotic for Vaginal Balance



IsoFresh Probiotic is a once daily oral probiotic supplement that provides 5 strains of friendly bacteria in a total of 10 billion Colony Forming Units per day, to support a healthy vaginal ecosystem.

- One capsule per day helps replenish healthy bacteria and balance yeast
- Includes Lactobacillus reuteri, specifically for vaginal health
- Comes in a specially-designed bottle with a safe, inner liner to ensure maximum potency and freshness
- Perfect companion to IsoFresh Balancing Gel

* Studies on file
US and International Patents Pending

IsoLove = IsoTonic

All IsoLove products are isotonic, which means that the salt concentration of the product is balanced to your body's natural fluids. Other vaginal products are hypertonic with salt levels as much as 10 times higher than healthy levels in our bodies – these hypertonic products have been associated with vaginal cell irritation and toxicity.*

BabyDance Fertility Lubricant

Finally, a fertility lubricant made without parabens!

When you are actively trying to conceive, sex can often feel like a chore. And, making matters worse, if you suffer from vaginal dryness or lack of cervical mucus, making love can be uncomfortable, or even painful. To help enhance the comfort of **baby dancing** (i.e. sex with the intention of conception when a woman is fertile), many couples rely on personal lubricants. Unfortunately, everyday commercial lubricants are harmful to sperm and can cause irritation to sensitive tissues*, which is the last thing you want or need when you are trying to get pregnant.



BabyDance™ Fertility Lubricant is designed specifically for trying-to-conceive couples, to enhance the comfort and pleasure of intimate sexual activity. The patent-pending BabyDance formula is isotonic, mad without parabens, and pH matched to fertile cervical mucus. Shown in studies* to not harm sperm or irritate sensitive vaginal tissues, BabyDance is the perfect lubricant for you when you want to get pregnant!

BabyDance is isotonic

BabyDance's unique formula is isotonic to vaginal tissues, meaning that the salt concentration of BabyDance is the same as the salt concentration of your vaginal cells. Unlike other lubricants that are hypertonic, BabyDance won't pull water out of your cells, or cause irritation or cellular damage.

BabyDance is made without parabens

Parabens are commonly used as preservatives in lubricants. Parabens are considered to be xenoestrogens, which are chemicals that mimic the action of estrogen in the body. Parabens have been associated with the development of cancer and reproductive health issues. Instead of using harsh chemical preservatives like parabens, BabyDance includes a natural preservative derived from rose oil.

BabyDance is pH-matched

Throughout most of your menstrual cycle, a healthy vaginal ecosystem will have a pH of about 4. But, during your fertile time, just before ovulation, you will begin to produce fertile quality cervical mucus that has a pH of closer to 7. This fertile cervical mucus, with its higher pH, creates a friendly environment for sperm. Because sperm can't live in an acidic environment, fertile quality cervical mucus, with a pH close to that of water, helps nourish and protect sperm so it can live long enough to travel through the reproductive tract and eventually meet the egg for fertilization. BabyDance is pH matched to fertile cervical fluid, and doesn't harm sperm.

US and International Patents Pending

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Babylt Perineal Massage & Postpartum Comfort Gel

Perineal massage prevents trauma to vaginal tissues during childbirth

Nearly half of all women experience perineal tearing, or require an episiotomy, during childbirth. Perineal massage is an ancient practice of daily massage that aims to widen and relax a woman's birth canal before delivery. When performed in the last several weeks of pregnancy, perineal massage has been shown to decrease the incidence of trauma to genital tissues, as well as the need for episiotomy during childbirth. Perineal massage also helps reduce the chances that a woman will develop chronic pain during her postpartum recovery.

Babylt™ is designed specifically for use with perineal massage. It has a smooth and lubricating texture, and its patented, isotonic formula is uniquely pH balanced for pregnant women. The paraben-free formula includes a nature-identical compound found in roses to preserve freshness. Babylt also contains tamarack extract for natural moisture and antioxidant support.

Babylt is the gentle choice for perineal massage. While almond oil and personal lubricants are often recommended for perineal massage, oils tend to increase rates of vaginal infection and can have high levels of free radicals (due to oxidation of the oil) that trigger vaginal irritation and many lubricants contain harsh preservatives.

Babylt offers soothing comfort for postpartum recovery

After labor and delivery, use Babylt to support quick healing of sore, swollen, bruised, torn and/or stitched vaginal tissues. Babylt's gentle formulation has anti-inflammatory, antioxidant, and hydrating properties, all of which work together to provide soothing comfort in the days and weeks following childbirth. Use Babylt on perineal tears and for episiotomy care to keep pads from sticking to healing tissues. Babylt can also be used to calm and moisturize your baby's delicate skin.

Babylt for perineal massage & postpartum comfort is:

- Isotonic
- Paraben-free
- Fragrance-free
- Glycerol-free
- Oil-free

2-in-1
Before & After
Childbirth



US and International Patents 6140121, 6593309, 7838509, and others

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What Doctors Are Saying

About IsoFresh Balancing Vaginal Gel

"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. There can be a lot of shame for these 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 hydrate and exfoliate to begin re-balancing, even in healthy patients. I hope with a better understanding of how vaginal self-cleaning occurs, women and their care providers can more wisely choose the right products to optimize freshness and balance, such as IsoFresh."



Botros Rizk, MD, MA, FRCOG, FRCS, HCLD, FACOG, FACS, fertility expert and author of over 400 peer reviewed publications

About BabyDance Fertility Lubricant

"It's excellent to finally have a fertility lubricant that's both isotonic and made without parabens or coating oils to recommend to my patients. After reviewing the clinical data, I believe Baby Dance to be the clear market leader for fertility lubricants and a great help for couples who are trying to conceive naturally. The isotonic formula is pH matched to fertile cervical fluids so it won't irritate sensitive vaginal tissues, and it won't harm sperm function. This is a product we are recommending to all our trying-to-conceive patients."

About BabyIt Perineal Massage Gel

"I've had many patients that used antenatal perineal massage (APM) during pregnancies knowing that it has been shown to decrease perineal trauma during childbirth. However, the hypertonic lubricants and oils previously used for APM have been associated with increased vaginal irritation and infection rates. BabyIt was formulated to be isotonic and pH biomatched for daily massage in the pregnant woman. The BabyIt Gel comes with detailed, real life instructions for patients on how to make APM a successful part of their pregnancy. The simple, clear BabyIt gel was also found to be less irritating than baby lotions in studies and can be used for soothing perineal relief postpartum or for hydrating baby's sensitive skin."

– Dr. Rizk

About Fairhaven Health

We are proud to help thousands of couples conceive each year, and to support them throughout their pregnancy and beyond. Our natural, doctor-designed fertility, pregnancy, breastfeeding, and women's health products help support you throughout your entire journey. All of our products are manufactured in U.S. GMP-certified and FDA-regulated facilities, and are distributed worldwide.

www.fairhavenhealth.com

