**Powerful Strategic Alliance Between Organic Conceptions and Proov Brings New Hope to Couples Struggling to Conceive**

***For Immediate Release***

 **[WAKEFIELD, RI*,* June 5, 2019]—**Organic Conceptions and Proov have joined together in a powerful partnership to help the millions of couples worldwide who struggle to conceive each year. Organic Conceptions, the leading holistic-health company dedicated to solving infertility by reducing mental, emotional, and hormonal barriers, will be working together with Proov, the groundbreaking manufacturer of at-home tests to measure progesterone, a hormone critical to ovulation and conception.

 The result is a strategic alliance that will empower women and couples to take control of their reproductive health on their journey to parenthood and beyond.

 “We are excited to partner with Organic Conceptions because mental health has a real physical impact, especially on the reproductive system. When the body experiences stress, it can tend to “steal” progesterone to help balance cortisol levels,” said Proov CEO Dr. Amy Beckley. “Since progesterone is critical to supporting conception, hormone-stealing stress can create a real, physical problem that makes trying to conceive even harder. The Organic Conceptions program can help you manage mental health during what is a very stressful time to help prevent these type of hormone disruptions.”

 Organic Conceptions and Proov’s aligned missions mean a partnership can maximize their collectively ability to help those in need.

 “We feel privileged to partner with Proov and to allow our clients to leverage their innovative approach to measuring ovulation and progesterone. Proov empowers women to measure progesterone levels at home, in 5 minutes, so they can confirm they are ovulating properly – in other words that they are, in fact, ovulating, and have enough progesterone to support conception. Organic Conceptions members will now have access to Proov’s in-home test strips at a discounted rate allowing us to better the lives of women and couples both emotionally and physically,” said Marc Sherman, CEO and Founder of Organic Conceptions.

To learn more about this strategic partnership and how members can receive discountsmaximize their fertility health please email support@organic-conceptions.com

**About Proov:**

Proov rapid response urine progesterone test strips empower women to know more about their cycles. Current in home, rapid response tests measure hormones in the first half of the menstrual cycle that are predictive of ovulation – LH, FSH, and Estrogen. But Proov tests enable a more complete picture by measuring progesterone, a hormone critical to conception and the ONLY hormone that allows women to confirm that ovulation has occurred.  Don’t just predict ovulation. Proov it!

**About Organic Conceptions:**

Organic Conceptions is a company dedicated to helping couples on their path-to-parenthood. It is the first organization to research, map and bring-to-life the emotional stages of infertility. The company works in partnership with medical professionals, holistic healers, acupuncturists and other caretakers to ensure couples are cared for in every possible way. The company’s online program, *The Journey to Parenthood & Beyond*, helps couples identify, name, address, and overcome the suffering involved when struggling to conceive, resulting in healthier patients and better outcomes. For more information, please visit [**www.organic-conceptions.com**](https://www.globenewswire.com/Tracker?data=0qg_I1xtcg9-CPWw89oLZlKsIivHZETS0oe47BW06Y-A2oZNv9Ek0RwjQRdDpewuFI5dKoD4YSCbAi6_bZxjwY5TyPO2XJBF7BcIAMXtEFTOqmazsRr6WmQbwya8XWNW).

**About The Organic Conceptions Strategic Alliance Program:**

The Organic Conceptions Strategic Alliance Program is focused on uniting industry leaders in the fertility space who share Organic Conceptions mission to help women and couples unlock their full potential in every emotional aspect of their fertility journey.