

Trying to conceive couples throughout the UK can now increase their chances thanks to Conceive Plus and Boots!

Brussels, October 19, 2010 Boots the leaders in pharmacy and health in the United Kingdom have extended the number of pharmacies that stock fertility product Sasmar Conceive Plus™ from 350 to 1400 within the United Kingdom. Thousands more Couples who are trying to have a child are now able to purchase the scientifically formulated product that naturally supports fertility and the process of fertilization in the majority of Boots stores located in England, Ireland, Wales, Isle of Man and Scotland.

“Conceive Plus™ has been an outstanding success in the UK and around the worlds and we are delighted that Boots have chosen to stock it in another 1000 stores across the country!” Says John-Michael Mancini, CEO of the manufacturer, SASMAR Consumer Healthcare.



The Conceive Plus™ fertility product was up until a few months ago only available in very selected pharmacies within the UK but the distribution was quickly aligned with consumer demand for the brand through the help of pharmaceutical wholesalers such as Alliance who now also stock the product for easy ordering by smaller chemist chains and independent pharmacies. While Conceive Plus™ is now widely available online the manufacturer's preference is for the product to be sold in the retail environment where consumers can receive the personal service from their pharmacists and pharmacy staff. A list of pharmacies and retailers that sell Conceive Plus™ is available at www.conceiveplus.com

About Conceive Plus™

Developed in conjunction with experts from respected university hospitals in the USA, Sasmar Conceive Plus™ is a scientifically formulated sperm friendly lubricant designed to support fertility naturally. Sasmar Conceive Plus™ is pH and electrolyte balanced to imitate the body's own natural fluids and is the only personal lubricant that includes Calcium and Magnesium ions which are essential for cell viability and the process of fertilization.

Independent pharmacies in the UK can now also stock Conceive Plus™ from Alliance using product code: 351-7018.

Independent pharmacies in Australia can now also stock Conceive Plus™ from Sigma using product code: 849794 or API 329614.

Independent pharmacies in Germany, Switzerland and Australia can now also stock Conceive Plus™ using PZN:5880796

More information and a list of places to buy internationally is available at www.conceiveplus.com