

WELCOME!

I'm so glad you're here. You've probably been on quite a fertility journey and are looking for positive outcomes.

I'm here to provide comprehensive natural fertility care that will improve your health physically, emotionally and biochemically, in order to optimize your body's ability to conceive.

Fertility treatments start with acupuncture and Chinese medicine. However, that's just the beginning! They also include implementing transformational life habits.

You may find these shifts in your day to day routine a challenge at first. But I'm here to guide your discovery and inspire your devotion to that transformation.

It is natural to have doubts about this new path. As the Chinese proverb says, "All things are difficult before they are easy." But dig deep to find your power and perseverance. There is great value in feeling like you have control over your body and surroundings. I believe in you.

With your commitment to being here and changing your fundamental thoughts and routines, you will surely reap the benefits.

With Love,

Emily

HOW DOES ACUPUNCTURE WORK?

Acupuncture, together with herbal medicine, redirects blood and lymph to the reproductive organs, balances hormones, and decreases the body's stress response.

By blending these ancient medicines with the best in self-care techniques, we create a clear path for couples to achieve their fertility goals.

HOW LONG WILL IT TAKE?

Nature can't be rushed.

Each patient is different and presents with their own case. However, patterns emerge and are grouped into four categories:

> Blood: 120 Days

Red blood cells live in circulation for about 80 to 120 days. After four months of treatment, blood cells influenced by acupuncture and herbs replace weak or damaged red blood cells throughout your whole system. If you suffer from blood or nourishment problems or those issues that are separate from egg/sperm quality you can expect to need once-a-week treatment for at least four months.

> Egg-Hormone Axis: 180 days

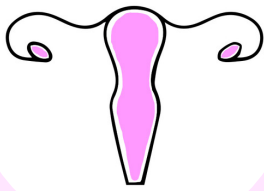
Each month a dominant follicle releases an egg at ovulation. The selection of this follicle starts almost a full year in advance. The mechanisms regulating folliculogenesis are under the control of ever changing shifts in hormones. If these hormones are not regulated, the process of selecting the a good quality follicle is compromised. Acupuncture resets your hormones so that over the course of six months consistent signaling corrects the selection process. Patients with hormone imbalances can expect to need at least six months of treatment.

> Egg Quality and PCOS: 365 days

If quality is compromised, then stimulating the egg itself at the very beginning of folliculogenesis is imperative. Women with low ovarian reserve or PCOS can expect at least six months to a year of treatment in order to ensure that the highest quality egg is selected and the process of development is smooth and without hormonal abnormalities.

> IVF and IUI support

In the integrative medical community, it is a well known researched statistic that acupuncture increases the success of IVF rates by 65%. I recommend treatment throughout the stimulation phase as well as during the transfer week. Patients should commit to at least two months to treatment.



COMPREHENSIVE TREATMENT

Over a 4 to 12 month period we will:

1 Fact Find

To begin, we review your full fertility history. We will:

- Discuss your full medical and family history
- Examine your western medical care thus far and recommending further lab work / testing
- Analyze and learn how to manage your current menstrual cycles

3 Determine A Baseline

While the goal is to achieve a healthy happy baby, you may find that acupuncture and herbal medicine increase your quality of health along the way. In order to visualize your progress, we will go over a baseline questionnaire, reviewing general health metrics such as:

- Quality of sleep
- Digestive issues
- Stress levels
- Energy levels
- Immunity
- Sense of wellbeing and happiness

5 Re-Evaluate

Along the way, each patient will be given a chance to systematically review his or her metrics in a Wellness Exam in order to evaluate their progress.

2 Set The Stage

I will guide you through preparing your Preconception Nest. This includes examining factors that play a role on your fertility outside of the treatment room. They include your:

- Stress levels and work life
- Smoking and drinking habits
- Environment and toxins in the home
- Diet and common allergies found in your food routine
- Exercise regimen

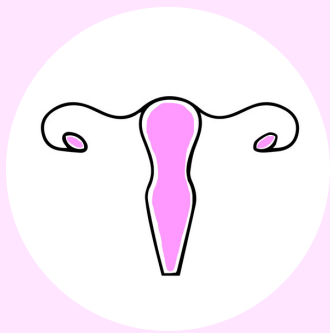
4 Treat

After reviewing the steps above I will develop a personalized treatment protocol to ensure the best possible result in the shortest time frame possible. Treatment may include all or a combination of the following modalities:

- Acupuncture
- Moxibustion
- Infrared heat
- Cupping
- Gua Sha
- Chi Nei Tsang Massage
- Herbal Medicine

6 Produce Outcomes

My driving force is to guide your body to a healthier, better functioning version of itself in order to achieve pregnancy. I am committed to using my passion and expertise to guide your journey.



WHAT TO EXPECT

PHASE 1 : BUILDING BLOOD

- **Months 1 - 4**
- **Ttx 1 x a week for 4 months**
- **\$100 per treatment, plus the cost of herbs**

PHASE 2 : EGG-HORMONE AXIS

- **Months 5 - 8**
- **Ttx 1 x a week for 4 months**
- **\$50 per treatment, plus the cost of herbs**

PHASE 3 : EGG QUALITY & PCOS

- **Months 9 - 12**
- **Ttx 1 x a week for 4 months**
- **\$25 per treatment, plus the cost of herbs**

ACUPUNCTURE FOR IVF

- **Ttx 1 x a week for one month prior and during stim phase**
- **Ttx on day before and day after transfer**
- **100\$ per treatment**

PHASE ONE : BUILDING BLOOD

Time Frame: Months 1 - 4

Phase one of your natural fertility journey is the most important as it sets up your body for success and challenges you to make lifestyle changes to your daily routine.

1 Schedule Your Initial Consultation

Schedule your initial consultation on or near the FIRST day of your period. Before arriving, please send all previous blood work and results to info@thefertilityguru.com.

During your initial consultation we will Fact Find, Set The Stage, Determine A Baseline and conduct an Initial Acupuncture Treatment session.

2 Treatment Plan & Pricing

1 x a week for 4 months (\$100 a treatment)

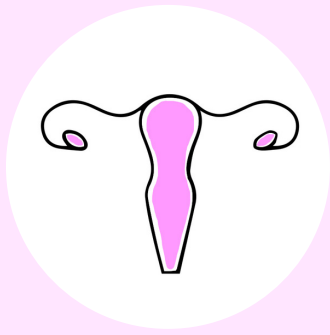
Fertility works off of the four-week flow of hormones, called your menstrual cycle. Each month is a new chance to achieve conception. During the first phase of treatment, we will work to regulate your cycle, bring blood to the reproductive organs and implement lifestyle changes.

3 Herbal Supplementation

During your initial consultation recommended herbal supplements will be prescribed. They are to be taken in coordination with each week of your four week cycle. It is imperative that you are consistent about your daily herbal regimen in order to achieve success.

4 Patient Assignments

Order Male Semen Analysis
Implement Diet Changes
Prepare Conception Nest
Complete "Breaking Habits" Worksheet



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PHASE TWO : EGG - HORMONE AXIS

Time Frame: Months 5 - 8

Phase two of your natural fertility journey dives deeper into your hormone-egg axis.

Optimizing your reproductive system requires a commitment of both time and money and I incentivize patients to give their body time and continue on in the program by reducing treatment costs to \$50 per session.

1 Review

After the 4th menses, we will review your metrics in order to evaluate your health progress.

2 Further Lab Work

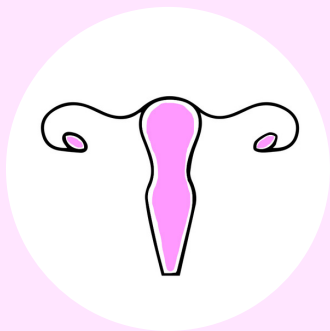
A deeper dive into your blood work and diagnostic ultrasounds may be recommended.

3 Treatment Plan

1 x a week for 4 months (\$50 a treatment)

4 Patient Assignments

Re-evaluate Minor Factors that may be inhibiting your success
Revisit "Breaking Habits" worksheet
Implement a serious mindfulness practice



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PHASE THREE : QUALITY OF EGG & PCOS

Time Frame: Months 9 - 12

Phase three of your natural fertility journey continues to stimulate better egg quality. PCOS regulatory measures work to produce a more constant menstrual cycle.

At this point, treatment costs reduce to \$25 a session to encourage continuation through the program.

1 Review

We will review your metrics in order to evaluate your health progress.

2 Further Lab Work

A deeper dive into your blood work and diagnostic ultrasounds may be recommended.

3 Treatment Plan

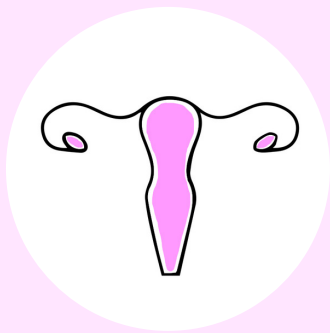
1 x a week for 4 months (\$25 a treatment)

4 Discussion

Discussion around referrals to Western Medical fertility clinics and what to expect beyond 12 months of treatment.

5 Patient Assignments

Visit [FertilityIQ.com](https://www.fertilityiq.com) to continue your education on Western and Eastern options.
Re-evaluate the stress related factors and lifestyle.



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ACUPUNCTURE FOR IVF

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ACUPUNCTURE FOR IVF

Time Frame: 2 Months

A study in the British Medical Journal found that the combination of IVF and Acupuncture increased the odds of clinical pregnancy by 65% compared with control groups.

The study looked at whether acupuncture improved rates of pregnancy and live birth when used as an adjuvant treatment to embryo transfer in women undergoing IVF. Seven trials with 1366 women undergoing in vitro fertilization were included in the meta-analyses. The results found that women who received acupuncture treatments before and after transfer were 65% more likely to have success with IVF than those women who did not receive acupuncture.

Talk to your doctor about collaborative care when going through your IVF cycles. To learn more about IVF visit FertilityIQ.com

1 Schedule Your Initial Consultation

Schedule your initial consultation 1-2 months before starting the stim phase of IVF.

2 Treatment

1 x a week during stimulation phase (\$100 per treatment)

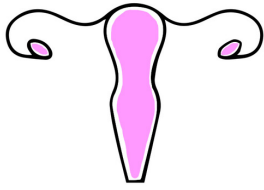
We will work to build blood and send nutrients to the ovaries in order to encourage the production of top grade follicles while going through stim.

Acupuncture can help to decrease the side effects of stim medications.

3 Treatment During Transfer Week

2 x during transfer week (\$100 per treatment)

Patients are encouraged to schedule an appointment on the day before and the day after transfer.



PATIENT ASSIGNMENTS

Phase One

1

ORDER MALE SEMEN ANALYSIS

In order to rule out male factor fertility, please have your partner ask his medical provider for a semen analysis.

Semen analyses are run by most high functioning lab groups like LabCorp. A script is required from your medical doctor.

A semen analysis checks for:

Count - Total number of sperm

Motility - Percent able to move, as well as how vigorously and straight they move

Morphology - Percent of normal and abnormal (defective) sperm in terms of size and shape

2

IMPLEMENT DIET CHANGES

Below is a combination of Chinese medical and scientifically researched dietary recommendations for fertility success. Use the app Food Scores or Healthy Living to check for the toxicity levels in the foods you buy.

QUIT

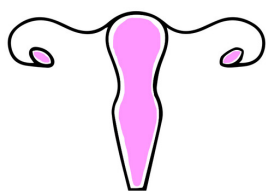
Cold / raw foods
Trans fats
Gluten
Dairy
Soy

LIMIT

1 cup of caffeine
per day
3 glasses of
alcohol per week

INCREASE

Water
Good fats
Bone broth
Organic meats
Dark leafy greens



PATIENT ASSIGNMENTS

Phase One

3

PREPARE YOUR CONCEPTION NEST

This includes clearing your house of all things toxic to fertility. According to the Consumer Protection Agency, of the chemicals commonly found in homes products, at least 150 have been linked to infertility, birth defects, allergies, cancer and psychological disorder.

It's hard to imagine that the little chemical compounds that make up the "stuff" that fills our lives can have an impact on whether or not you are able to successfully bear children- especially because we can't actually see or feel the direct effect. But study after study shows that environmental chemicals alter the reproductive processes.

Some environmental chemicals are so structurally similar to reproductive hormones that they bind to receptor cells, block it from attaching to your body's hormones, and alter the pathway of normal cellular processes. Environmental chemicals disrupt differentiation, mitosis, meiosis, programmed cell death, migration, intracellular communication, DNA repair, and/or mitochondrial function.

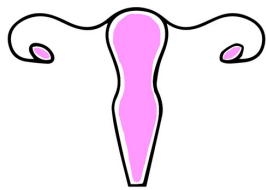
Below are chemicals that may influence your reproductive success.

Pesticides	Solvents	Heavy Metals	Endocrine Disruptors
DDT Glyphosate	Perchloroethylene Toluene Xylene Styrene	Lead Mercury Cadmium Manganese	Phthalates Diethylstilbestrol (DES) Phytoestrogens (Soy, legumes)



Tips for clearing your home of toxic chemicals:

Switch your cleaning products to vinegar, baking soda and tea tree oil. Or buy Young Living "Thieves" essential oil natural cleaning products.



PATIENT ASSIGNMENTS

Phase Two

1

LOOK AT MINOR FACTORS

Re-evaluate the minor factors in your daily routine that may be limiting your fertility success. Have you committed fully to shifts in your diet, lifestyle and environment? Think deeply and honestly about hidden habits that may be hindering your desired outcomes. Have you created your new reality?

2

IMPLEMENT A SERIOUS MINDFULNESS PRACTICE

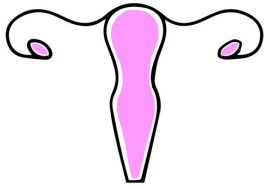
Dig deeper into your personal development by implementing a serious mindfulness practice. Reducing anxiety and stress is of primary importance in the journey of fertility and luckily there are plenty of resources to help you find stillness in your mind. I recommend the following:

Circle and Bloom - Guided fertility-specific meditation for purchase
Headspace - App based, 15 minute guided meditations, perfect if this is your first foray into meditation
Insight timer - App based, free

3

REVISIT "BREAKING HABITS" WORKSHEET

Several months have passed since you looked at the habits that may be contributing to your fertility wellbeing. Start a completely new Breaking Habits worksheet, and once completed, look back on your original worksheet. What habits have changed since starting your journey and what habits have not? Why do you think that is? What can you do in the next four months to create even more positive habitual breakthroughs?



PATIENT ASSIGNMENTS

Phase Three

1

REMOVER YOURSELF FROM THE STRESSORS IN YOUR LIFE

Closely evaluate stress levels. On a scale of 1 - 10, excluding 7, where do your stress levels land on a day to day basis? If your numbers land above 7, you need to seriously consider removing yourself from those factors. These may include people, jobs and commitments. If you want, view it as a temporary distancing that you can return to once you've achieved your fertility goals.

2

VISIT FERTILIYIQ.COM

Visit FertilityIQ.com to continue further educating yourself on Western and Eastern options. Knowledge is empowering and the more you know the better prepared you will be to create a strategic plan of action going forward.