

Welcome

FERTILITY, ACUPUNCTURE
& HERBAL MEDICINE

www.TheFertilityGuru.com

@AcupunctureByEmily

EMILY MARSON, MSTAOM, L.AC

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.

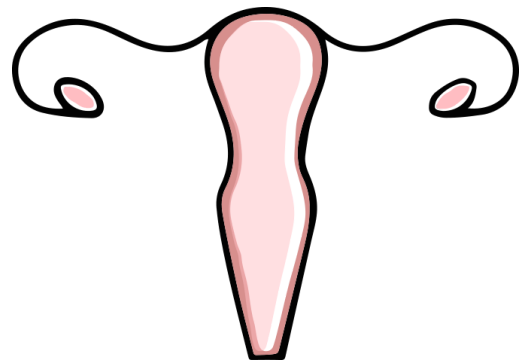
You may find these shifts in your day to day routine a challenge at first. But I'm here to guide your discovery and inspire your devotion to that transformation.

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 Fertility 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.



Health is a complete state of harmony of the body, mind and spirit. When One is free of physical disabilities and mental distractions, the gates of the soul open.
-B.K.S Iyengar



"Your teacher can open the door but you must walk through yourself."
-Chinese Proverb



"The person who says it cannot be done should not interrupt the Person doing it."
-Chinese Proverb

Comprehensive Treatment Outline



"The journey of a thousand miles starts with a single step." Lao Tzu

Over A Four to Twelve Month Period We Will:

1. Fact Find –

Review of your fertility history. This includes

- Discussing your full medical and family history

- Examining your western medical care thus far

- Recommending further lab work / testing

- Analyzing and learning how to manage your current menstrual cycles

2. Set The Stage –

After Fact Finding, I will guide you through setting up what I call your Preconception Nest. This includes examining factors that play a role on your natural fertility outside of the treatment room. They include shifts in your

- Lifestyle -

- Under and over exercising is examined, smoking and drinking habits evaluated

- Environment -

- A review of the unknown toxic chemical sources in your home

- Diet - A healthy weight and a well balanced diet optimizes fertility

3. Determine A Baseline –

While the goal is to achieve a healthy happy baby, you may find that acupuncture and herbal medicine increases 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
- And overall sense of wellbeing and happiness

4. Treatment–

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

- Acupuncture
- Moxibustion
- Infrared heat
- Cupping
- Gua Sha
- Massage
- Herbal medicine

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.

6. Outcome -

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 devoting my passion and expertise to achieving your much-deserved desired outcomes.

How Long Will It Take Acupuncture To Work?

Acupuncture Works On Fertility By

Building blood, increasing circulation to nourish the tissues of the uterus and ovaries, and regulating hormones.

That said, *nature can't be rushed*. Each patient is different and presents with their own case. But patterns emerge and can be studied and grouped. I break them down into four categories:

1. **Blood:** Lack of nourishment to the reproductive organs / tissues
2. **Egg-Hormone Axis:** Miscommunication between eggs and hormones
3. **Quality of Egg and PCOS:** Sub-optimal functioning of eggs and follicles
4. **IVF, IUI:** Integrative support

The Details:

Blood: 90 Days

Red blood cells live in circulation for about 90 to 120 days. It takes about four months for fresh blood to stream through your body. Knowing that, after four months of treatment, blood cells influenced by acupuncture and herbs will have replaced weak or damaged red blood cells throughout the whole system. If you suffer from blood or nourishment problems including recurrent miscarriage, endometriosis, unexplained infertility or those issues that are separate from egg or sperm quality you can expect to need once-a-week treatment for *at least* three months.

2. Egg-Hormone Axis: 120 days

Do you ever wonder how one egg is chosen over another in your ovary? Each month a dominant follicle is ovulated. The selection of that follicle as the "it-egg-of-the-month" starts four months in advance. Called folliculogenesis, eggs develop within follicles, and only the best and brightest survive the negative events that operate to destroy the other follicles by atresia.

The mechanisms regulating follicle development are under the control of ever changing concentrations of hormones. If your hormones are not regulated, the process of selecting the best follicle is compromised. Acupuncture regulates hormones so that over the course of four to five months consistent signaling corrects the selection process, and the most viable egg is singled out. Patients with hormone imbalances can expect to need at least four months of treatment.

3. Egg Quality and PCOS: 365 days

If the actual quality of a woman's eggs are compromised, then recruitment at the very beginning of folliculogenesis is imperative, not just hormone regulation throughout its journey. Women with low ovarian reserve or PCOS can expect 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 fluctuations.

4. IVF and IUI support

In the integrative medical community, it's a well known researched statistic that acupuncture increases the success of IVF rates by 65% compared with control groups who did not receive acupuncture as part of their transfer regimen. I recommend treatment throughout the stimulation phase as well as during the transfer week. Patients should expect to commit a least two months to treatment.

What To Expect

Phase 1 Building Blood : Months 1-4

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

1. 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

1 x a week for 4 months (\$110 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. Lifestyle and Supplement Recommendations

It is imperative that you are consistent about your daily lifestyle and supplement regimen in order for success.

You will also be asked to start tracking your Basal Body Temperature using BB Femometer (Available on Amazon \$29)

Patient Assignments During Phase 1

1. Order a male semen analysis

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

Semen analysis are run by most high functioning lab groups like LabCorp. There are also several At-Home Semen Analysis options that are just as accurate. Please see @acupuncturebyemily Instagram account for a list of those options.

A semen analysis checks for:

Count – total number of sperm

Motility – percent able to move, as well as how vigorously and straight the sperm 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 foods - A good rule of thumb is: eat nothing directly out of the refrigerator. |
| | Trans fats |
| | Gluten |
| | Soy |
| Moderate | One cup of caffeine a day |
| | Four glasses of alcohol a week during the first half of your cycle, none after ovulation |
| Increase | Grass fed or organic meat intake to 2-3 times a week |
| | Dark leafy “iron rich” vegetables (cooked! Not raw): beets, kale, asparagus, chard |
| | Good fats: avocado, olive oil, walnuts, coconut oil |
| | Bone Broth |
| | One cup of water an hour |

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 home products, at least 150 have been linked to infertility, birth defects, allergies, cancer and psychological disorders. It's hard to imagine that little chemical compounds that make up the "stuff" we fill our lives with can have an impact on whether or not you are able to successfully bear children- especially because you can't actually see or feel the direct effect.

But study after study shows that environmental chemicals alter the reproduction processes. Some environmental chemicals are so structurally similar to reproductive hormones that they bind to receptor cells, block the cell from attaching with 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, or mitochondrial function.

Below are chemicals that may influence your reproductive success.

They fall under 4 categories: Endocrine disruptors, Heavy Metals, Solvents and Pesticides.

Endocrine Disruptors:

Phthalates

DES (Diethylstilbestrol)

Phytoestrogens (Soy, legumes)

Heavy Metals:

Lead

Mercury

Cadmium

Manganese

Solvents:

Perchloroethylene

Toluene

Xylene

Styrene

Pesticides:

DDT (bug spray)

Tips to clear your house of toxic chemicals:

Use the app Think Dirty - Shop clean and check your products for toxicity levels. These include checking cleaning supplies, shampoos, and makeup & hair products, replacing "non-stick" pans, switching out glass for plastic, and ridding your routine of toxins.

Recommended Products:

Shop recommended clean fertility products in my online store.

4. Start Tracking Your Basal Body Temperature

This will help evaluate your Chinese Medical pattern and determine if there are any hormonal deficiencies including a luteal phase defect. You can purchase a Femometer on Amazon (~\$29):

Download their app (BBFemometer) and start temping every morning before you get up or move around. Some patients place their thermometer on top of their phone at night, so when they wake up in the morning it's the first thing they grab.

In the app you can track cervical mucus, mood, sex, etc. Try to be as thorough as possible as it can provide answers to missing pieces of your puzzle.

What To Expect

Phase 2 Egg-Hormone Axis : Months 4-6

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

1. Review

After the 4th menses, we will review your metrics in order to evaluate your health progress. Further Lab Work and diagnostic ultrasounds and referral consultations may be recommended.

2. Treatment plan

1 x a week for 2 months (\$110 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. This is the time to really self reflect on your regimens and followthrough. Remember, it may be hard to shift so many of your habits but it's not forever, it's just for now until we reach your fertility goals.

3. Patient Assignment During Phase 2:

Re-evaluate the minor factors in your daily routine.

Have you committed fully to shifts in your diet, lifestyle and environment? Think deeply and honestly about hidden habits that may be hindering your success. Have you created your new reality?

Dig deeper into your personal development by implementing a serious mindfulness practice.

Reducing anxiety and stress is of primary importance in the long journey of infertility and luckily there are plenty of resources to help you find stillness in your mind.

What To Expect

Phase 3 Quality of Egg and PCOS : Month 6-12

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

1. Review

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

2. Further lab work and diagnostic procedures.

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

3. Treatment Plan: 1 x a week for 6 months (\$110 a treatment)

4. Patient Assignments During Phase 3

Closely evaluate dietary regimens and how insulin factors may be hindering your fertility success.

Visit FertilityIQ.com to continue your education 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.