

Preventable Infertility Ends Here with Proactive, Holistic Care – As Featured in The Guardian & UK Black Business Show



London, United Kingdom Oct 18, 2024 ([IssueWire.com](https://www.issuewire.com)) - ProFertility, a leading fertility health startup, was recently featured in an advertorial in *The Guardian's* “Best of Family” section on **Saturday, 12th October**. This exciting feature highlights ProFertility’s commitment to providing inclusive, affordable, at-home fertility solutions and personalised support for all, reaching families and individuals seeking reproductive health guidance.

Redefining Family Planning with Inclusive, Accessible Care

ProFertility’s mission is to redefine how people think about reproductive health, making proactive fertility care the norm. Rather than limiting family planning to pregnancy prevention, ProFertility expands the conversation to focus on comprehensive fertility care for everyone—regardless of gender, background, or current family goals. The company actively engages men in the conversation, breaking down stereotypes that fertility is solely a women’s issue, and ensures that culturally diverse communities, often overlooked by traditional services, receive personalized, tailored solutions

Join Us at the UK Black Business Show London Excel this Saturday 19th October – Stand 222

ProFertility will be exhibiting at the UK Black Business Show on 19th October at stand 222, where visitors can receive fertility advice, access limited time offers, and exciting giveaways. Whether you're curious, actively trying, or facing fertility challenges, ProFertility is here to start the conversation and bring fertility care into the mainstream, breaking the silence that often surrounds these important

discussions

“We’re excited to connect with communities at the UK Black Business Show, especially those who have traditionally had limited access to fertility care,” said Toyin Lawal, Founder of ProFertility. “Our approach goes beyond testing—we are here to remove barriers and make fertility care accessible for everyone.”

Making Fertility Care Accessible and Inclusive

ProFertility’s commitment to early intervention and personalized care aims to address the 50% of infertility cases that can be prevented with timely action. The company focuses on providing holistic support that removes barriers and improves fertility health—whether you’re just exploring your fertility or facing complex challenges. With a team of reproductive health specialists, ProFertility goes beyond testing, offering proactive and actionable solutions for lasting results.

About ProFertility

At ProFertility, we believe everyone with reproductive organs deserves access to early, proactive, holistic, and comprehensive fertility care. Fertility conversations shouldn’t be kept behind closed doors—many face similar challenges, yet the journey often feels lonely and isolating. We’re here to change that. We’re not just about testing; we’re about providing tailored, actionable solutions that go beyond diagnostics. Whether you’re just starting out or already facing difficulties, we offer a range of options—from those needing a little extra support to those requiring more advanced treatments. Every journey is unique, and our approach is personalised and considers the full picture ensuring you get the right care, at the right time.

Press Contact

For more information about ProFertility’s services, their recent advertorial in *The Guardian*, or their participation in the UK Black Business Show please get in touch.

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