

Project Life Launches Fertility Awareness Campaign to Empower Couples with Questions Before Treatment

Toronto-based herbal fertility company encourages proactive education and body-first decision-making

Toronto, Ontario Oct 23, 2025 ([Issuewire.com](https://www.issuewire.com)) - Project Life, the fertility support company rooted in [Traditional Chinese Medicine](#) (TCM), has launched a new fertility education campaign designed to help individuals and couples ask better questions before committing to invasive treatments. The initiative, based on real experiences from thousands of clients, promotes a more informed, body-led path to conception—whether used alone or alongside IVF and IUI.

With so many feeling rushed into expensive or emotionally exhausting fertility plans, Project Life is advocating for a reset: more education, more reflection, and more personalization.

“Too often, couples are told they’re out of options, when in fact, they just haven’t been given the right ones,” said Selina Ye, co-founder of Project Life. “Our goal is to help people understand their root causes before they spend thousands on treatments that may not address the full picture.”

The campaign centers on a simple tool: a 50-question diagnostic quiz developed by Dr. Yun Ye, a licensed TCM doctor with over 40 years of clinical experience. The quiz uncovers patterns in cycle irregularities, hormone imbalances, and other health indicators to generate a tailored herbal formula.

As part of the awareness effort, Project Life has published a resource titled “*10 Essential Questions to Ask Before Starting Fertility Treatment*,” encouraging patients to consider factors such as emotional readiness, male fertility, and the timeline for trying alternative methods.

“We’re not anti-IVF. In fact, many of our clients take Project Life herbs to prepare for or recover from clinical treatments,” said Dr. Ye. “But we are pro-body. And the body often has more capacity to heal than we realize.”

The movement is already gaining traction, especially in Toronto, where the clinic originally began and where many families have experienced firsthand the impact of Project Life’s approach.

For individuals who feel overwhelmed by conflicting advice, Project Life offers a steady and personalized path forward—one based on restoring balance, not forcing outcomes.

About Project Life

Founded in 2022 by Dr. Yun Ye and his daughter Selina, **Project Life** is a fertility support program based in Toronto that uses Traditional Chinese Medicine to help individuals and couples conceive naturally. Combining a proprietary 50-question quiz with custom-formulated herbal protocols, Project Life supports a wide range of fertility challenges including low AMH, PCOS, irregular cycles, and male factor infertility. With over 75% of clients reporting success, Project Life has helped thousands reclaim hope on their path to parenthood. Learn more at www.getprojectlife.com

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