

Home Insemination: A Viable Path To Parenthood?

Aumatma Simmons, ND, FABNE, MS
with **Maureen Brown**



Aumatma Simmons, ND, FABNE, MS

I did about your company and the amazing things you guys are up to. We are excited to talk about the Mosie Baby. What exactly is home insemination?

Maureen Brown

This is a question we get asked all the time. I love helping people understand that home insemination has been around for a long time. What we've done at Mosie Baby with the creation of the Mosie Baby kit is design a syringe, which is, here I like my kids do that too, but ultimately design a kit to help aid in the transfer of semen to the vagina, effectively called intravaginal insemination. Home insemination has been around through the "turkey-baster method", quote, unquote, and that's where this came from our story, trying that method, as a couple who was diagnosed with unexplained infertility, was more a method that we could do at home on our own at a time of our choosing and have a little bit of control over that process and a period of our lives that did not feel very controlled. We also want to make sure we have done everything we can before going on to REI. REIs, which we can talk about as in-clinic insemination. But what we do is insemination of Mosie Baby is a one-time insemination. We prefer this method personally. It's because it's simple, it's easy, and it's direct. It's a very low-cost way to achieve your goal of helping through your consumption journey. We provide it to the cervix at or near the cervix. We designed a syringe that is patented—that is, optimal length. We have a lot of features around it, which I can, too. But ultimately, home insemination is where you take semen and transfer it to the vagina at or near the cervix. There are a couple that can be done. But ultimately, we have a syringe designed for that process.

Aumatma Simmons, ND, FABNE, MS

Who is this the right thing for? There are so many people struggling with fertility. Where is this the best use case?

Maureen Brown

When we started Mosie Baby way back in 2015, we were very focused on those who had obstacles to conception because either they were like us or they were looking to try everything they could at home. Sex had become very frustrating. Timed intercourse can often quickly become an argument, and you will have frustration and not be very sexy when you walk out, as I have done after peeing on a stick and telling your husband, How do you best serve now? and then, if you miss an entire month sometimes, it's a tedious and frustrating process for partners. Then, if you happen to love somebody who shares the same body parts as you, you need some support. then further, if your choice is to be a single parent by choice and you are ready to create your family, you have to find a way to do that. So what we did in our company was follow the parameters that customers were finding us and people were finding us. But it's been interesting to see that there are so many other parts to pregnancy and family that we were able to support. That's the kind of core group—people who are looking for a way to transfer at home. When we started, there truly wasn't anything like Mosie Baby, and that's why we started the company. So we've been the first to market, to help develop the space, and to receive FDA clearance for intravaginal insemination.

Aumatma Simmons, ND, FABNE, MS

What does the FDA clearance mean?

Maureen Brown

Most people don't fully understand, like, what FDA clearance is like while the terms are there. FDA approvals are for life-saving devices more like pharmaceuticals, and that's a different process. what Mosie has gone through. The FDA review process where they work with you and you work with them to get clearance, and what they do is look at safety testing. You want to show and prove to the FDA that they are reviewing the information that you are submitting to them, that you are designed for what you're saying you're designed for, and that you are safe to use. Within certain criteria that they're looking at, the survivability of sperm is one of the things that is looked at, as is motility and looking at the materials that you're using to make sure they're safe for the vaginal environment. Nonirritating toxic. a lot that goes into the testing. As well as looking at the use of your product. Who's using it? Do they understand it? Our instructions are designed to help support people who have varying degrees of literacy. So, there are a lot of things that are taken into account in the FDA review process. When you get FDA clearance, you have met a very high bar on quality and, with the instructions. As a provider, it's up to people to understand. My patient is going to be able to understand and do this at home like it has been reviewed by the FDA. There's been testing that has been done. Those are some of the elements in it. It does require clearance for home insemination devices, and that is something that people should be aware of when using a home insemination device. Your company is following FDA regulations and does have FDA clearance.

Aumatma Simmons, ND, FABNE, MS

Do you mean we shouldn't go out and buy Turkey-baster fertility insemination?

Maureen Brown

In most cases. I understand people are industrious and bold. People are going to do what they're going to do. Many people are in positions where they want a family, and they're going to find ways to create their family. What we're here for is for people who are in a position to build their families with the tools that are right for them. Some people have tried to make it happen in every way. The reason I bring this up is because I want to give a word of caution that there are some mimic products out there that are trying to take advantage. We're very cautious of the people in our community, and we're very mindful of language and everything that we do. We just want to point that out: people should be asking if your endowments have an issue; that's something you want to be aware of.

Aumatma Simmons, ND, FABNE, MS

When insemination comes to mind, I also think that sperm motility issues are a great place to introduce home insemination outside of all the other factors that you referred to because, like helping the sperm get closer to the cervix, that would be helpful in that case. I'm curious if you agree or if you've seen that as a useful application.

Maureen Brown

What I can say is that there is a lack of study in this area of home insemination. Most research has been done, as one can imagine, on IVF. Then someone asked why, and almost none were on home insemination. We did a retrospective study that looked at the use of our community. But it's imperfect. Because we're surveying our customers. But we did have 50 verified users respond to that. So there is information out there about our study. Where we are right now is in conversational research at this point. so it's very exciting. I think we're at the forefront of home insemination, and over time, I do believe there will be further research that shows the effectiveness of this product. Specifically, the way we designed it with our slit opening creates a gentler flow to mimic Mother Nature's design of the penile opening, creating a wider, longer spray.

There's some stuff that we've taken into account when designing our syringe, as well as the length we guide people on how far to insert it up to the handles. That's also the optimal length that you want when you want to insert irony ducts in your shorts. I think over time we'll be able to show around with motility and specific areas, like maybe unexplained infertility in other areas. Now, though, there's very little data out there. What we can do is say that we have success stories around this, and we have them on our website and in other places where people ask about sperm motility issues. Results may vary and we hope to, at some point in the future, be able to specifically, as a provider, hear the information that you need for patients who have this motility, and that's, I believe, where the industry will be in the next decade.

Aumatma Simmons, ND, FABNE, MS

I love it. I can't wait for that research to come out, I think. You guys are at the forefront of this, so it's exciting times. It will be just how much innovation is happening in this space in general, and then the home insemination space, I feel like when I found out about you guys, I was like that was so great. Certainly to have that emotional hurdle that you just like tiny sacks, men feeling like fights and kind of not excited is a pain in that it bypasses some of the emotional struggle on the fertility journey. I can see it now. I'm going to be like, have all other times except for when you're ovulating, use the kit.

Maureen Brown

Now, and that's where some people say that we see that we've sold walking a thousand kits; we've got thousands and thousands of people in that space trying to conceive at home with our syringe in our kit. and it's like there are sucks during the conception time, or maybe they do a little bit of both. That just alleviates pressure because they're leaving at 5 a.m. and you're leaving at a minimum, but you're eating, and, like, that's our chance. There is up to an hour where you can use our kit, so it has been helpful for people, and just one basic little window that they might not have otherwise had where sex maybe isn't desirable at 5 a.m. Some people like it. Not everybody on a Tuesday morning went outside. But that's something where you can time it. Maybe he leaves that and she can wake up at, like, 5:30 or 5:45, and they don't have the pressure.

Aumatma Simmons, ND, FABNE, MS

I think that's the biggest thing. Like, pressure is not useful for men because so many of them describe the pressure as a need to perform at certain times as stressful. And to do that cycle, like going after a cycle, can certainly encompass all of the things that are happening. Relieving that seems like a real advantage.

Maureen Brown

Some people want intimacy, and they want to be involved in the process. And we did our tests, where you can inseminate yourself or your partner can inseminate. And that's unique to us as well. Is that everything where you can have somebody involved us or not, and you have to some people are like, no, I managed to leave it on the table and I'll do it myself, which is fine. Getting done is what it becomes about, making sure that every box is checked. That's why I love what we've been able to do: be people, have some breathing room, and then, even seeing some doctors, some REIs incorporate it into their practice where they'll say that they've done in IUI, but they'll tell certain couples to go home and have sex. So instead, they'll say, that you can use Mosie Baby and just try to get something going, and that can help the process a little.

Aumatma Simmons, ND, FABNE, MS

I'm curious if you probably get this question a lot, but I'm curious if this option is perhaps men that are going to be away during the ovulation window or, like, I'm going to be traveling and she's going; what do we do to get an option for that?

Maureen Brown

Right now, where the technology stands and insemination comes, that is not possible. It is about the survivability of the sperm.

Aumatma Simmons, ND, FABNE, MS

That's what I figured.

Maureen Brown

You didn't say we might have the ability to head home and still get the change. There are options out there, but those are they're gonna happen. No, at least more than enough for people. Now our timeframe is what we have.

Aumatma Simmons, ND, FABNE, MS

I figured I'd ask because.

Maureen Brown

Great question. No, I do think, that when you get down to it, at some point in the future, it is probably going to exist. But it's a technically challenging thing to do.

Aumatma Simmons, ND, FABNE, MS

Exactly. Freezing sperm at home is just not super doable right now.

Maureen Brown

No, you can't put it in your freezer. That's a question. We look good, guys, and I love it. I understand where they're coming from. They have to have a family and build so strong but do not put semen in the freezer.

Aumatma Simmons, ND, FABNE, MS

I'm curious. What are the companies where you can mail? They have some sort of solution or something that that sperm is sitting in. But I'm curious if there's something there.

Maureen Brown

That's great; we could have a conversation another day. I love talking about all that stuff, but right now, we do work with cryogenically frozen semen. You can use our kit with a sperm bank. It is used, but it has to be done in the right way. Getting sperm released is possible in most

states—almost all states. So that's something where some of them require more involvement than others. But it is an option, and we have seen success on those journeys.

Aumatma Simmons, ND, FABNE, MS

That's exciting. In terms of the frequency with which people do it in some nations, like, how often in a cycle or from cycle to cycle should they try?

Maureen Brown

We haven't even shown the kit. We should talk through that. The kit, by the way, is available. Yes. Optum store. If you have UnitedHealth Group Insurance, you can use your FSA. It is FSA-covered. But it comes with us. We have her, which part is hard to see, but it's a lot of thoughtful design, which you can read about in mosiebaby.com, and then we have inside for two attempts, and we recommend three to six. We want to make sure that you are moving on to other options. After your cycles, we feel like, but you've given them a good shot. But it's time for people at that point to consider other options. With Mosie, we have our instructions here, and then we have two proprietary collection cups with spare, and then the syringes we have two of them in here as support.

This takes you to the support page. If you have any questions in the process, you can get some answers there. We're here to help, too. Then the instructions here, which are very recent walk you through the process with some education as well for you to understand about ovulation. We do say here, How to cycle should I use Mosie? But we answer that here as well. But just like intercourse, oftentimes it can take multiple cycles. Along the way, we want to support you, and we want to celebrate and teach you about that journey. We are here to help people through that, and we love hearing their stories and continuing to be a part of that journey. The Mosie communities are remarkable. So many people have gone through so many different things, and the journey can be a wild one, as we all know. We're here for some of the first steps, and some were the last. Somewhere in the middle. There are just many different ways that people find work, and we're here to help.

Aumatma Simmons, ND, FABNE, MS

Love it. People purchase the kit. Is there anything else that they should know before purchasing?

Maureen Brown

We're available on our website mosiebaby.com Amazon we are on Upper and Walmart, I believe we're going to have a promo for it's \$50 per attempt, especially when you have it just so it can easily come down to about \$40 for an attempt and a kit. It costs around \$99, depending on discounts. It can be a little bit less than that. Then we do sell a three-kit fertility pack so that people who do want to ensure that they get the best deal and they're going to try for more than one cycle. Some people have more than one kit in one cycle because they want to do four or five attempts. Again, that's up to the people doing the inseminating at home.

Aumatma Simmons, ND, FABNE, MS

We will include the links and send out info about your promo, and all of that, you guys are just doing awesome work, and I think it's such a necessity to have them have an option that says, If you've maybe not gotten pregnant, it's not working, or you aren't quite ready to jump to either IUI or IVF, this is a good step along that process.

Maureen Brown

We have some other products along that process, like ovulation kits and things. But ultimately we are here to support you. As you find your place in this journey, We want to support you as men, and we truly mean no matter the path, we want you to have success. Please, if anyone is watching and they have questions, let us know and reach out. Happy to chat, happy to understand where you are and what we can do to help.

Aumatma Simmons, ND, FABNE, MS

Thank you for being with us today and sharing all of the cool things that you guys are up to. and the demo of the kit, which I think is helpful just for people to get a visual of what's in the kit and how.

Maureen Brown

They come here. To start with, it's good to see you.

Aumatma Simmons, ND, FABNE, MS

It's good to see you, too. Bye.