

**UNDERSTANDING BRAND PERCEPTION AND MARKET ACCEPTANCE
OF FERTICEEV (FEMALE INFERTILITY DRUG)**

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment of the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

by

Stuti Sheth

Under the Supervision and Guidance of

Dr. Sudhinder S. Chowhan

2024



Lifescience Pvt Ltd.

407, Swarnim The Business Hub, Opp. SMS Medical College and Hospital,
Visat-Tapovan Highway, Motera, Ahmedabad 380005, Gujarat
Ph. : 82380 67107 | CIN : U24100GJ2019PTC106471
Email : anaxpharma@hotmail.com | web : www.anaxlifescience.com

Date: 29th June 2024

Ref. No. 145/24-25

TO WHOM IT MAY CONCERN

This is to certify that Miss Stuti Sheth has been employed with Anax Lifescience Pvt Ltd as a Product Executive from 26th March 2024 to 26th June 2024.

During her tenure with us, Miss Sheth has demonstrated commendable performance and dedication to her role. Her responsibilities included product management, market analysis, and coordination with the sales and marketing teams to ensure the effective promotion of our products. She has shown a keen understanding of market dynamics and has effectively contributed to the growth of our product range.

Miss Sheth is a diligent and proactive employee who has successfully completed all assigned tasks with professionalism and efficiency. Her ability to work well both independently and as part of a team has been highly appreciated by her colleagues and supervisors.

Yours sincerely,



Samir Patel

Managing Director

Anax Lifescience Pvt Ltd

CERTIFICATE

This is to certify that **STUTI SHETH** in partial fulfillment of the requirements for the award of the degree of MBA Pharmaceutical Management from the IIHMR University, Jaipur has successfully completed her internship at **ANAX LIFESCIENCE PVT. LTD.** during March 26 - June 26, 2024.



Place:

Date:

Preceptor/Head of the Organization
Name of the organization

DECLARATION BY STUDENT

I hereby declare that this dissertation titled **Understanding Brand Perception And Market Acceptance Of Ferticeev (Female Infertility Drug)** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.



(Signature)

Stuti Sheth

Date: 02/07/2024

CERTIFICATE

This is to certify that dissertation titled “**Understanding Brand Perception And Market Acceptance of Ferticeev (Female Infertility Drug)**” is a record of the research work undertaken by **Ms. Stuti Sheth** in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere, scientific, and analytical.



Dr. Sudhinder S. Chowhan
Associate Professor (Faculty Guide)
IIHMR University, Jaipur
Date 2/7/24



Dr. Manthan D. Janodia
School Dean
IIHMR University, Jaipur
Date 02/07/2024

ACKNOWLEDGEMENT

First and foremost I would like to attribute all the blessings I receive to the Almighty FOR, to the participants of the within the study for their kind permission to complete the question-nares.

Many people who have inspired me by their advice, suggestions and co-operation aided me in my dissertation and I earnestly thank each of them for their support for the completion of this work. A task is usually easier when you have the encouragement and support and if these names are not listed the project work and the thesis would be incomplete.

Firstly, I would like to express my sincere unforgettable thankfulness to Respected Dr. Sudhinder S. Chowhan, Associate Professor in Pharmaceutical Management, IHMR, Jaipur, Rajasthan, who despite of his professional and family engagement had encouraged me in different steps and guided me to start my efforts properly to complete my project. He has been of utmost importance to me through the completion of my project and it could not have been done with such authenticity. I want to thank him genuinely for the efforts made. Who wish to remain as such in future and be given the same treatment again.

Also, I would like to extend my gratitude to Mr. Samir Patel, the Director of ANAX Lifesscience Pvt Ltd for his great experience and wise advice which helped me to succeed in my work.

Finally, I shall like to thank Resp. It is Dr. P. R Sodani, the President of IIHMR University and Resp. Dr. S. D Gupta, Chairman, IIMR for allowing a raise for truly standing up and improving the study skills.

Finally, I would like to acknowledge my deep sense of gratitude to other teachers and friends as they have either themselves proposed their ideas and suggestions and contributed to this project, or have motivated me for doing so throughout the period of completion of this project.

STUTI SHETH

MBA PM 14

0451

TABLE OF CONTENTS

Sr. No.	Description	Page no
1	Introduction	8
2	Review of Literature	12
3	Methodology	13
4	Data Analysis and Findings	13
5	Result and Conclusion	20
6	References	22

LIST OF FIGURES

Sr. No.	Description	Page no
1	Causes of Infertility in Females	9
2	Marketing Inputs for Doctors	16

LIST OF TABLES

Sr. No.	Description	Page no
1	Composition of Female Infertility Drugs	13
2	Composition of female Infertility Drug and Its Uses	13
3	Female Infertility Drugs Market	14
4	Top 20 Brands for Female Infertility	14
5	Content Comparison of Ferticeev with top brands and a local brand	15

CHAPTER 1 – INTRODUCTION

Infertility is a widespread health concern affecting millions of reproductive-age individuals globally. Current data suggests that 48 million couples and 186 million individuals experience infertility, defined as the inability to achieve pregnancy after 12 months or more of regular unprotected sexual intercourse. Primary infertility refers to the inability to conceive at all, while secondary infertility occurs when pregnancy cannot be achieved following a previous successful conception. The World Health Organization's International Classification of Diseases provides detailed insights into the various primary and secondary causes of infertility in both men and women.

Factors contributing to infertility include male factors, female factors, a combination of both, or sometimes remain unexplained. Environmental and lifestyle factors such as smoking, excessive alcohol consumption, obesity, and exposure to environmental toxins are known to adversely affect fertility rates in both genders.

The market for infertility drugs is poised for significant growth, driven by ongoing research and development efforts aimed at improving treatment efficacy to facilitate pregnancy and successful live births. Furthermore, the rising prevalence of lifestyle-related disorders like obesity, stress, smoking, diabetes, and conditions such as polycystic ovary syndrome (PCOS) is contributing to an increasing demand for infertility medications.

CAUSES OF INFERTILITY IN FEMALES

The factors that are involved in increasing the risk are:

Age: Advanced maternal and paternal age can reduce fertility rates.

Smoking: Smoking is associated with higher infertility rates in both men and women. It can also diminish the effectiveness of fertility treatments and increase the risk of pregnancy loss, particularly in early stages. Passive smoking may also lower fertility rates.

Alcohol: Consumption of alcohol can negatively impact fertility.

Obesity or Overweight: Being overweight or obese can increase the likelihood of infertility in both sexes.

Dietary Disorders: Severe weight loss due to eating disorders can lead to fertility issues.

Nutritional Deficiencies: Diets lacking in folate, iron, zinc, and Vitamin B-12 can affect fertility. Women at risk, such as vegans, may consider supplements to enhance fertility.

Exercise: Both insufficient and excessive exercise can negatively affect fertility.

Sexually Transmitted Diseases (STDs): STDs like chlamydia can damage women's fallopian tubes and cause inflammation in men's scrotum, potentially leading to infertility. Other STDs also pose risks to fertility.

Exposure to Environmental Chemicals: Pesticides, herbicides, metals like lead, and certain solvents are linked to fertility problems in men and women. Some household laundry detergent ingredients have also been shown to reduce fertility in animal studies.



Figure 1.1 – Causes of female infertility (Source: <https://parenting.firstcry.com/articles/female-infertility-causes-signs-and-home-remedies/>)

Psychological Stress: Stress can impact ovulation in women and sperm production in men, potentially reducing sexual activity and fertility.

Medical Conditions: Various medical conditions can impair fertility:

- **Ovulation Disorders:** Common causes include:
 - Primary ovarian insufficiency, where ovaries cease functioning before age 40.
 - Polycystic ovary syndrome (PCOS), which disrupts ovulation.
 - Hyperprolactinemia, elevated prolactin levels affecting ovulation unless a woman is pregnant or breastfeeding.
- **Poor Egg Quality:** Damaged or genetically abnormal eggs may hinder pregnancy, with increased risk associated with advanced maternal age.
- **Thyroid Problems:** Thyroid gland imbalances (hyperthyroidism or hypothyroidism) can cause hormonal disruptions affecting fertility.
- **Chronic Diseases:** Conditions like AIDS and cancer may impact fertility.
- **Uterine or Fallopian Tube Issues:** Conditions affecting the uterus or fallopian tubes can impede the movement of eggs from ovaries to uterus or hinder implantation. Causes include:
 - Previous pelvic or cervical surgeries leading to scarring.
 - Submucosal fibroids, benign tumors in the uterine wall.
 - Endometriosis, where endometrial tissue grows outside the uterus.
- **Previous Sterility Treatments:** Reversing fallopian tube blockages, though possible, may not guarantee restored fertility.
- **Medications and Treatments:** Certain medications and treatments can affect female fertility:
 - Nonsteroidal Anti-Inflammatory Drugs (NSAIDs) like aspirin or ibuprofen, especially with prolonged use.
 - Chemotherapy drugs that may cause ovarian dysfunction, potentially permanent.
 - Radiation therapy near the genitals may increase infertility risk.
- **Illegal Drugs:** Marijuana or cocaine use may also contribute to infertility issues.
- **High Cholesterol:** Elevated cholesterol levels have been associated with reduced fertility in women.

These factors collectively underscore the complex interplay influencing fertility rates and the importance of addressing them in clinical settings and public health interventions.

TESTS OF INFERTILITY

- ☐ **Post-coital Test:** Evaluates sperm interaction with cervical mucus after intercourse to assess fertility.
- ☐ **Pelvic Ultrasound:** Non-invasive imaging to visualize pelvic organs like the uterus, ovaries, and fallopian tubes for structural abnormalities.
- ☐ **Endometrial Biopsy:** Sampling of uterine lining to assess hormone levels and diagnose conditions affecting fertility.
- ☐ **Hysterosalpingography (HSG):** X-ray procedure using contrast dye to detect uterine and fallopian tube abnormalities.
- ☐ **Laparoscopy:** Minimally invasive surgery to examine and treat pelvic organs for conditions like endometriosis or adhesions.
- ☐ **Hysteroscopy:** Minimally invasive procedure to inspect the uterine cavity for polyps, fibroids, or other abnormalities.
- ☐ **Fallopscopy:** Specialized procedure using a tiny endoscope to visualize and assess the fallopian tubes for blockages or abnormalities.

CHAPTER 2 : LITERATURE REVIEW:

- India is the second most populous country in the world. but it faces a dramatic decline in fertility. According to the WHO, infertility is a male or female reproductive gender defined as being unable to conceive after regular unprotected sexual intercourse for more than 12 months.
- Infertility can be caused by oxidative stress in both men and women. There is ample evidence to support the vital role of reactive oxygen species (ROS) in the pathogenesis of sperm dysfunction in male infertility. Oxidizing radicles and reactive oxygen species play a detrimental role in human reproduction and male fertility.
- The etiology of infertility remains unexplained, although environmental, occupational, and lifestyle characteristics play a role. Nutritional status as an important lifestyle factor is a crucial factor in normal reproductive function
- The most common type of infertility in women is ovulatory infertility. The effects of micronutrients and food groups on ovulatory infertility are related to their quality and quantity. Taking trans fats instead of carbohydrates and polyunsaturated fats is associated with increased insulin resistance and risk of infertility.
- Oxidative stress is associated with sex hormone malformations, abnormal transplanted follicle follicles, ovulation, and implantation. It leads to infertility, miscarriage, low birth weight, irregular bleeding, and infertility.
- Inappropriate follicle growth, irregular duration, conception, pre-eclampsia, and hormone metabolism are also associated with oxidative stress. This raises interest in the role of oxidative free radical damage in infertility Free radicals are highly reactive species that can oxidize biomolecules, proteins, and lipids.
- Elevated levels of oxidative metabolites in these molecules have been demonstrated in different patients with different diseases. Therefore, antioxidant therapy is the most effective way to treat infertility in both men and women.

CHAPTER 3 : METHODOLOGY

This descriptive exploratory research study utilized existing research articles, books, and publications to compile comprehensive information on ingredients approved for treating male and female infertility. The study focused on identifying effective ingredient combinations to address infertility cases. Competitor analysis was integrated using IMS data alongside retail chemist prescription audits and consultations with gynaecologists.

Preliminary market research was conducted to assess the viability of these infertility treatments. The study spanned three months and employed tools including IMS data, published research papers, relevant publications and books, retail chemist prescription audits, and interviews with gynaecology professionals.

CHAPTER- 04 : DATA ANALYSIS AND FINDINGS

The ideal composition for the treatment of infertility in women on comparing with top brands in India and some local brands of Gujarat, India, along with the retail chemist prescription audit and interviewing health care practitioners in gynecology is as follows-

Contain	Mg
Vitamin C (As ascorbic acid)	33.35 mg
Coral Calcium	53.2 mg
L-Arginine	266.7 mg
N-acetylcysteine	300 mg
Grape seed extract	34 mg
Lactobacillus acidophilus	0.5 Billion CFU

Table 4.1 Composition of Female Infertility Drug

The role of each molecule used for the treatment of female infertility is listed below:

Contain	Use
Vitamin C (As ascorbic acid)	Reduce vaginal Dryness And Increase progesterone level and pregnancy rate
Coral Calcium	Reduces Vaginal Dryness and Helps in embryonic development
L-Arginine	Improve blood circulation to the uterus
N-acetylcysteine (NAC)	Better transport of sperm
Grape seed extract	Regulate ROS production that reduces oxidative stress
Lactobacillus acidophilus	Prevents Vaginal Infections & Inflammation

Table 4.2 Composition of Female Infertility Drug and its uses

Female Infertility Market

The female Infertility Market in terms of Supplements is of 184 Cr. According to MAT Aug'23 with a Growth of 12% than previous year.

SUPERGROUP	SUBGROUP	Sum of MAT AUG'20	Sum of MAT AUG'21	Sum of MAT AUG'22	Sum of MAT AUG'23
VITAMINS/MINERALS/NUTRIENTS	V06E02 FOR FEMALE INFERTILITY	106.7	135.1	164.8	184.5

Table 4.3 Female Infertility Market

The Top 20 brands in the market along with their MAT Value of the last 4 years and CAGR are as follows-

BRANDS	Sum of MAT AUG'20	Sum of MAT AUG'21	Sum of MAT AUG'22	Sum of MAT AUG'23	CAGR
NORMOZ	22.2	28.1	33.3	35.4	12%
FERTISURE-F	16.6	20.2	21.6	21.8	7%
OVACARE	16.7	21.1	20.8	20.6	5%
LYCORED	10.7	13.5	12.4	10.5	0%
FERTYL-F	0.2	3.7	7.6	9.0	147%
OVAFRESH	0.0	0.0	0.6	6.4	N/A
OVAFIRM-OD	1.2	2.7	4.3	6.3	52%
APCOD-OBIS	5.7	7.2	6.6	5.2	-2%
OVALIFE PLUS	1.7	2.0	3.5	4.7	28%
FERPILL-F	3.8	4.0	4.5	4.5	4%
EVACURE-4	0.0	0.0	1.6	3.7	N/A
D-CHIRO	0.0	0.2	2.8	3.7	164%
APCOD	0.0	0.2	2.7	3.4	176%
PCO CARE FORTE	1.0	1.8	2.3	3.2	35%
FERTISURE FEM	0.0	0.0	0.0	2.6	N/A
CERVIFERT	1.6	1.8	2.3	2.5	11%
MYLOTIN	0.0	0.0	0.1	2.4	N/A
CHIROCYST	2.9	4.1	5.1	2.4	-4%
FERTIHOPE	1.7	1.7	1.9	2.1	6%
APCOD-MAX	3.1	3.4	2.6	1.8	-13%

Table- 4.4 Top 20 brands for female infertility

Content Comparison of Ferticeev vs. Top brands and a local brand (Cervifert)

Ferticeev (Anax Lifescience)	Cervifert	Fertisure F	Ovacare
L-Arginine = 266.7 mg	L-Arginine = 266.7 mg	L-Arginine = 5 mg	L-Arginine = 10 mg
N-Acetylcysteine = 300 mg	N-Acetylcysteine = 200 mg		
Vitamin C = 33.35 mg	Vitamin C = 33.35 mg		Vitamin C = 75 mg
Lactobacillus Acidophilus = 0.5 billion CFU	Lactobacillus Acidophilus = 0.5 billion CFU		
Grape seed extract = 34 mg	Grape seed extract = 34 mg		
Coral calcium = 53.2 mg	Coral calcium = 53.2 mg	Coral Calcium = 7. mcg	Coral calcium = 750 mcg
		Ferrous Gluconate = 25 mg	
		Astaxanthin = 8 mg	
		Zinc Oxide= 7.5 mg	Elemental Zinc = 10 mg
		Pyridoxine Hydrochloride = 1.5 mg	
		Lycopene = 1 mg	
		Folic acid = 0.5 mg	Folic acid = 1.5 mg
		L-selenomethionine = 100 mcg	
			Myo-Inositol = 100 mg
			Elemental Magnesium = 25 mg
			Nicotinamide = 22.5 mg
			Para-aminobenzoic Acid = 12.5 mg
			Vitamin E = 12.5 mg
			Iron = 9 mg
			Vitamin B1 = 5 mg
			Vitamin B6 = 5 mg

			Vitamin B2 = 2.5 mg
			Elemental Manganeses = 1.5 mg
			Elemental copper = 750 mcg
			Vitamin A = 375 mcg
			Elemental Selenium = 100 mcg
			Elemental Chromium = 50 mcg
			Elemental Iodine = 50 mcg
			Vitamin D3 = 12.5 mcg

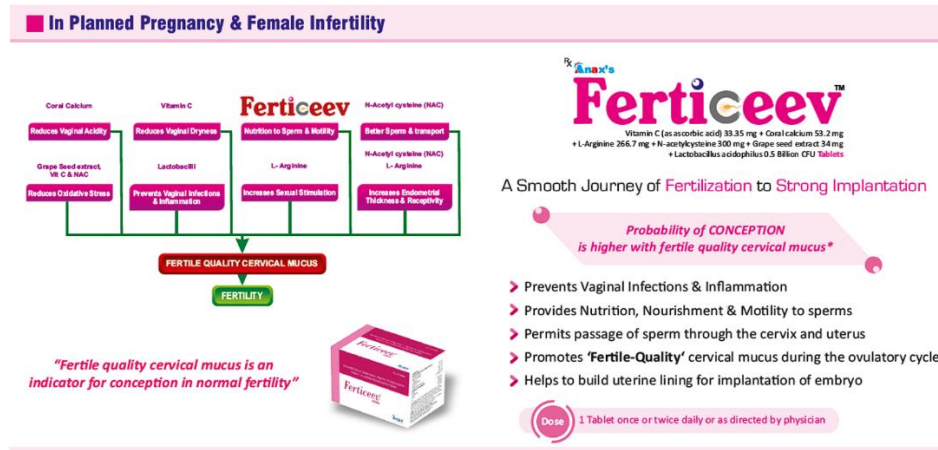
Table- 4.5 Content Comparison of Ferticeev with top brands and a local brand

MARKETING INPUTS OF BRAND FERTICEEV BY ANAX LIFESCIENCE



In-clinic Inputs

Scientific Reminder



Visual Aid

Figure 4.1 – Marketing Inputs for Doctors

PATIENT FUNNEL FOR FERTICEEV IN THE INDIAN PHARMACEUTICAL MARKET

Awareness

- **Target Audience:** Couples struggling to conceive, women with a history of infertility
- **Marketing Channels:**
 - Doctor's Clinic: Partner with gynecologists and fertility specialists(KOLs) to increase awareness of Ferticeev and educate them about the product.
 - Social media: Create targeted social media campaigns to raise awareness about female infertility. Consider partnering with Indian social media influencers who specialize in women's health.
- Developing engaging content for doctors that raises awareness about female infertility and positions Ferticeev as a trusted solution for their patients

Tactics:

- Provide branded posters and waiting room materials/magazines such as Vanita/Femina.
- Offer educational lunch sessions for doctors and staff about Ferticeev's benefits and clinical data.



Consideration

- **Marketing Channels:**
 - Patient education materials: Develop educational materials about Ferticeev and female infertility to distribute to potential customers.
 - Online reviews: Encourage satisfied customers to leave positive reviews of Ferticeev online on websites such as Tata1mg/Apollo.

Decision

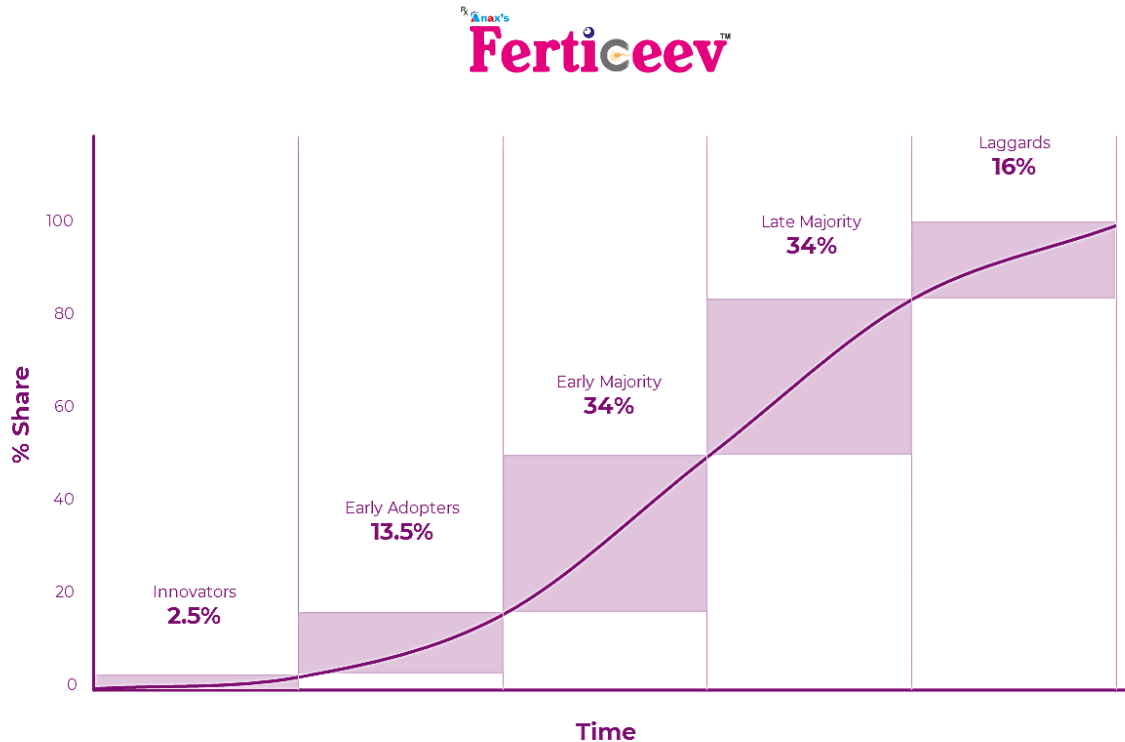
- **Marketing Channels:** Provide doctors with samples of Ferticeev and educational materials about the product.

Tactics:

- Provide doctors with samples of Ferticeev for prescription.
- Organize webinars/CMEs for gynecologists and fertility specialists to learn more about Ferticeev's mechanism of action and its clinical data.
 - Pharmacies: Partner with pharmacies to stock Ferticeev and train pharmacists about the product

ADOPTION STAGES – FERTICEEV

Ferticeev, as a new entrant in the Indian market, is likely in the **Innovator** and **Early Adopter** stages of physician adoption. Here's a breakdown of the stages with estimated percentages for Ferticeev:



1. Innovators (2.5%)

- These doctors are the first to try new products and are highly receptive to innovation.
- They may be interested in Ferticeev due to its unique blend of ingredients & its focus on a natural approach to fertility support.

2. Early Adopters (13.5%)

- These doctors are more cautious than Innovators but still willing to try new products with some evidence of effectiveness.
- They may be more receptive to Ferticeev if there are initial positive testimonials from other doctors or if Ferticeev can present preliminary clinical trial data.
- Early adopter physicians could represent around 13.5% of the initial market.

3. Early Majority (34%)

- This is the largest group of doctors who adopt new products only after they have seen positive results from Early Adopters.
- Ferticeev's adoption rate would significantly increase in this stage if there is strong clinical data, positive peer reviews, and a proven clinical record.
- Reaching the Early Majority could take time and require significant marketing efforts targeted towards physicians.

4. Late Majority (34%)

- This group is even more cautious than the Early Majority and waits for a product to become standard practice before adopting it.
- Physicians in this category would likely adopt Ferticeev only after it becomes widely accepted by their peers and word of mouth.

5. Laggards (16%)

- This group is very resistant to change and is the last to adopt new products.
- Laggards may only consider Ferticeev if it becomes the dominant player in the market or if there is overwhelming evidence for its effectiveness.

Factors Affecting Physician Adoption

- **Clinical Data:** The availability of robust clinical trials demonstrating Ferticeev's safety and efficacy will be crucial for wider adoption.
- **Peer Reviews and Testimonials:** Positive experiences from other doctors who have used Ferticeev with success can significantly influence adoption rates.
- **Marketing and Education:** Targeted marketing campaigns and educational programs for physicians can increase awareness and understanding of Ferticeev's potential benefits.

Strategies to Increase Physician Adoption

- Conduct high-quality clinical trials and disseminate the results through peer-reviewed journals and medical conferences and make this as a unique selling point for Ferticeev.
- Partner with key opinion leaders in the field of reproductive medicine to promote Ferticeev.
- Develop educational materials and training programs for physicians on Ferticeev's mechanism of action and potential benefits.

By implementing these strategies, Ferticeev can progress through the physician adoption stages and become a more widely accepted and prescribed fertility supplement in the Indian market.

CHAPTER 5 – RESULTS AND CONCLUSIONS

The study has revealed a significant increase in the prevalence of infertility, leading to a corresponding rise in the demand for infertility drugs. Specifically, the market for female infertility drugs experienced an average growth of 12% in 2023 compared to 2022. This growth underscores not only the increasing incidence of infertility but also a heightened awareness of the condition among the Indian population.

Several factors contribute to the rising rates of infertility, with lifestyle changes being the most prominent. The modern diet often lacks essential nutrients, and the increasing influence of Western lifestyle choices, such as higher alcohol consumption and smoking, has adversely affected fertility rates. Given these challenges, there is a growing need for supplements that provide essential vitamins, minerals, and antioxidants to support fertility.

Analysis of Fertility Supplements

In determining the ideal composition for fertility support in women, a comparative analysis of the leading and reference brands was conducted. This analysis, combined with fieldwork through retail chemist prescription audits (RCPA), provided insights into the most trusted and prescribed brands by gynecologists. The findings highlighted the efficacy of various combinations, aiding in the development of an optimal formula for female infertility support.

The brand **Ferticeev** emerged as superior when compared to **Cervifirt**, the top brand from Akumentis Healthcare Ltd. **Ferticeev** contains N-Acetylcysteine contains 300 mg and it is in veg. source. And as compared to the competitor having Non-Veg. source that limits its patient pool due to cultural differences in India's demographics, which differentiates it from other brands and offers a unique selling proposition.

Conclusions

The study conclusively shows that the increasing prevalence of infertility is matched by a growing market for infertility drugs, driven by lifestyle changes and greater awareness. The significant market growth indicates a positive trend in health awareness and access to treatment.

Limitation

The study's scope was limited to three states: Gujarat, Rajasthan, and Maharashtra. A more comprehensive study covering a broader geographic area, including other states in India, could yield different and potentially more insightful results.

Future Directions

Future research should expand to include a more diverse and nationwide sample to validate and potentially enhance the findings of this study. By doing so, the results would provide a more accurate reflection of the national trends and the efficacy of fertility treatments across different regions.

Additionally, further studies should focus on continuous monitoring of the market trends and the effectiveness of infertility treatments, considering the rapidly evolving healthcare landscape. Collaborative efforts with key opinion leaders in reproductive medicine and robust clinical trials will be essential in promoting **Ferticeev** and similar fertility support products.

In conclusion, the increasing demand for infertility treatments reflects both a rise in infertility rates and improved awareness and access to healthcare. The development and marketing of effective fertility support supplements like **Ferticeev** will play a crucial role in addressing this growing public health concern.

REFERENCES

1. *Infertility* (no date) *World Health Organization*. Available at: <https://www.who.int/news-room/fact-sheets/detail/infertility> (Accessed: 25 June 2024).
2. *Female Infertility* (2023) *Weaver of My Web*. Available at: <https://www.medicnewstoday.com/articles/165748> (Accessed: 25 June 2024).
3. *Female infertility Symptoms and Causes* (no date) *Mayo Clinic*. Available at: <https://www.mayoclinic.org/diseases-conditions/female-infertility/symptoms-causes/syc-20354308> (Accessed: 25 June 2024).
4. *Infertility and Reproduction: Trying to conceive, symptoms, causes in men and women, tests, and treatments* (no date) *WebMD*. Available at: <https://www.webmd.com/infertility-and-reproduction/default.htm> (Accessed: 26 June 2024).
5. *Fertisure F nutraceutical tablet with amino acids, vitamins, Minerals & Antioxidants: Buy strip of 10.0 tablets at best price in India* (no date) *1mg*. Available at: <https://www.1mg.com/otc/fertisure-f-nutraceutical-tablet-with-amino-acids-vitamins-minerals-antioxidants-otc564546> (Accessed: 26 June 2024).
6. *How common is infertility?* (no date) *Eunice Kennedy Shriver National Institute of Child Health and Human Development*. Available at: <https://www.nichd.nih.gov/health/topics/infertility/conditioninfo/common> (Accessed: 26 June 2024).
7. Chitnis, R. (2022) *Female infertility - causes, signs and home remedies*, *FirstCry Parenting*. Available at: <https://parenting.firstcry.com/articles/female-infertility-causes-signs-and-home-remedies/> (Accessed: 26 June 2024).
8. *Ovacare tablet: Buy strip of 15.0 tablets at best price in India* (no date) *1mg*. Available at: <https://www.1mg.com/otc/ovacare-tablet-otc71094?wpsrc=Google%2BOrganic%2BSearch> (Accessed: 26 June 2024).
9. *Cervifert Tablet: Buy Strip of 10.0 tablets at best price in India* (no date) *1mg*. Available at: <https://www.1mg.com/otc/cervifert-tablet-otc156345?wpsrc=Google%2BOrganic%2BSearch> (Accessed: 26 June 2024).

ORIGINALITY REPORT

8%

SIMILARITY INDEX

6%

INTERNET SOURCES

3%

PUBLICATIONS

2%

STUDENT PAPERS

PRIMARY SOURCES

1	Banafshe Hosseini, Ghazaleh Eslamian. "Association of Dietary Factors With Male and Female Infertility: Review of Current Evidence", Thritha, 2014 Publication	2%
2	www.medmanor.in Internet Source	1%
3	www.coursehero.com Internet Source	1%
4	Submitted to University of Sunderland Student Paper	1%
5	carmenta.org Internet Source	1%
6	contraceptionmedicine.biomedcentral.com Internet Source	1%
7	www.medicalnewstoday.com Internet Source	1%
8	Submitted to University of Bahrain Student Paper	1%

9

www.jclmm.com

Internet Source

1 %

10

repository-tnmgrmu.ac.in

Internet Source

<1 %

11

www.mims.com

Internet Source

<1 %

Exclude quotes On

Exclude matches

< 14 words

Exclude bibliography On