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# Rosesta Medical Launches 'Sperm Friendly' Conception Gel Across Europe

by [David Ridley](#)

Dutch fertility specialist Rosesta Medical is launching its new conception gel across Europe under its established FERTI·LILY brand.

Dutch femtech firm Rosesta Medical BV has added a conception aiding lubricant gel to its European fertility brand, FERTI·LILY.

Developed to help couples trying to conceive, Rosesta said its FERTI·LILY Conception Gel – which is being launched in the same 26+ markets as its FERTI·LILY Conception Cup predecessor – “provides lubrication while being friendly to sperm survival.”

“Vaginal dryness occurs twice as much in couples trying to conceive than the general population,” the company commented. “But unfortunately, standard lubricants available on the market are detrimental to sperm function and therefore could negatively affect fertility.”

Rosesta’s FERTI·LILY Conception Gel, by contrast, is “isotonic, has a pH that is friendly to sperm survival and mimics the properties of the fertile fluids,” it explained.

Furthermore, the gel also contains fructose, Rosesta continued, “a natural fruit sugar that gives sperm energy to swim through the cervix and to the egg.”

The FERTI·LILY Conception Gel can be used in combination with the FERTI·LILY Conception Cup, a European Union CE-marked medical device first launched throughout Scandinavia in 2019, and subsequently rolled out in the UK, Spain, France, Germany, Austria, Switzerland and elsewhere. (Also see "[Dutch Femtech Start-Up Offers Couples A 'Little Help' With Conceiving](#)" - HBW Insight, 29 Aug, 2019.)

According to a recent prospective observational study published in the peer-reviewed Journal of Pregnancy and Newborn Care, Rosesta’s FERTI·LILY Conception Cup increases the chances of

pregnancy in women users by 48% within three cycles. (Also see "[Rosesta's Fertility Aid Increases Probability Of Conception By Almost 50%, Study Finds](#)" - HBW Insight, 28 Apr, 2021.)

## Unique Positioning

Rosesta's chief executive officer and founder Robert Stal told HBW Insight that the addition of the FERTI·LILY Conception Gel to the company's product portfolio "shows that FERTI·LILY is uniquely positioned to innovate within the fertility space."

"Launching our Conception Cup in the middle of the pandemic gave us the unique challenge to pivot into the D2C (direct to consumer) space," he reflected. "Traditional retail channels were detrimentally affected by traffic during the launch which pushed us to activate online sales in some key regions."

"Now we can benefit from this pivot because it allows us to be in a dialogue with the people using our products every day," he added. "This gives us a significant advantage when it comes to finding out what our customers want and need and allows us to develop into this space."