

Callitas Health Inc.

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Callitas Health strikes deal with pregnancy test maker to distribute its co-branded ToConceive gel

Callitas Health Inc (CSE:LILY) (OTCMKTS:WKULF) announced Tuesday that it had cemented a new partnership with NFI Consumer Healthcare's flagship e.p.t, over-the-counter pregnancy test kit brand.

The top brand established in 1977 introduced one of the first over-the-counter home pregnancy test kits in North America.

"ToConceive, our clinically proven fertility lubricant, is a perfect cobranding fit with e.p.t. pregnancy test kits, a category leader in the women's OTC health market," said Callitas Health CEO James Thompson. "e.p.t.'s brand recognition in the space will help our company build awareness for the fantastic impact ToConceive can have on couples trying to get pregnant."

READ: Callitas Health banks on CannaStrips and OTC products while swinging for the fence with blockbuster drugs

Cincinnati-based health and wellness company Callitas Health's ToConceive was developed by Thompson's father, Dr Ronald Thompson, a well-known gynecologic surgeon and infertility specialist with nearly three dozen patents. It was based on the science behind the 2010 Nobel Prize in Medicine for in vitro fertilization (IVF) and sperm capacitation.

It's FDA-cleared and clinically proven to increase a woman's own natural conception lubrication, called transudate.

The partnership between NFI and Callitas will include promotional opportunities in stores, product samples and new product inclusion at major food, drug and mass retailers in the US.

"After purchasing EPT in 2017, our group began working on potential line extensions for the brand that would emerge it from only being a pregnancy test brand to becoming part of the complete family planning process," said Benjamin Blessing, executive vice president of sales and marketing at NFI Consumer Products.

"Developing a packaging concept that included the ToConceive product just made sense to us," Blessing said. "This is a brand completely devoted to helping women fulfill their desire to become pregnant. We are pleased to have a product that may facilitate a long-anticipated and life-changing pregnancy."

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Price: 0.11
Market Cap: \$3.62 m

Share Information

Code: LILY
Listing: CSE
52 week **High** **Low**
0.175 0.05

Sector: Pharma & Biotech
Website: www.callitas.com

Company Synopsis:

Founded on Midwest values, our Cincinnati-based company is people-focused, always looking for ways to benefit our customers, shareholders, and employees. Our company was built on strong work ethic, honesty, and a desire to help others. Our number one goal is helping people by bringing products to market that improve quality of life.

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