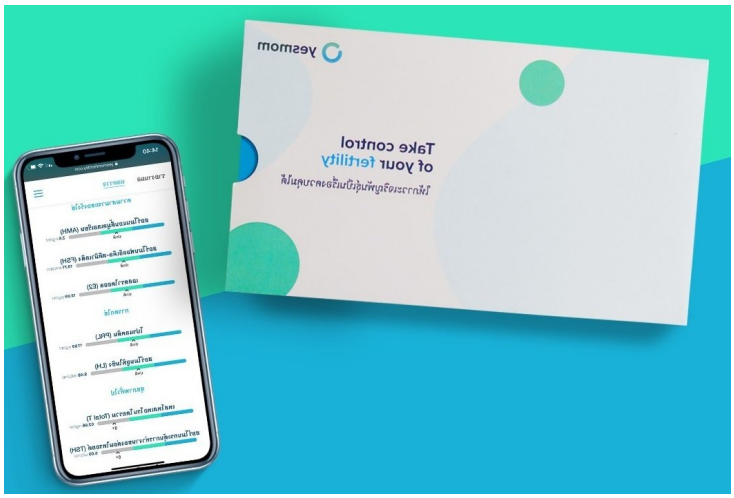
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Thailand based startup brings at-home female fertility testing kit

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Women's reproductive healthcare in Asia gets boost



Health startup Yesmom, based in Thailand, has announced the launch of Asia's first at-home blood testing kits for female fertility, designed to help women stay on the front foot of their reproductive health from the comfort of home.

Building on four years of expertise in women's health, Yesmom is becoming the go-to brand in Thailand in the 'proactive health' category. With a simple finger-prick, it's new blood testing kit allows women to receive results on their reproductive health within a few days in an online dashboard that provides clear, comprehensive, clinical-grade insights.

Yesmom CEO Peter Macquart-Moulin says, "we've developed an accessible, affordable at-home fertility testing kit that's easy to use and provides quick results that are simple to understand."

Women can take a Prick test on finger using clinical-grade tools in the kit. Pop the sample in the post with our pre-paid mailer. Results are delivered within a few days on a personal online dashboard along with personalized insights and comprehensive explanations on how best to understand and act upon the information. Yesmom kit is available online

By examining the six fertility hormones Anti-Mullerian Hormone (AMH), Follicle Stimulating Hormone (FSH), Thyroid Stimulating Hormone (TSH), Free Thyroxine (ft4), Prolactin (PRL), and Testosterone (TT), Yesmom's kit shows how hormone levels can affect egg freezing or IVF, screens for thyroid dysfunction that could negatively impact conception and flags anything that could affect normal ovulation and the fertility window. It also enables women to learn more about menopause and make informed and timed decisions on their reproductive future.

The test can indicate whether a woman may have Polycystic Ovary Syndrome (PCOS), a condition that affects up to 20% of women, often undiagnosed, and is a leading cause of infertility.