

## Consumer Health Approaches to Improve Fertility and Maternal Health

Bayer Consumer Health is seeking **health-care solutions to improve fertility (men and women)**, and support **maternal health during pregnancy and postpartum**. The Bayer team are primarily interested in oral supplements or similar nutritional interventions, as well as digital and diagnostics.



### Fertility enhancement approaches (men and women):

- Fertility enhancement approaches including nutritional interventions (E.g. oral supplements).
- Fertility associated diagnostics / biomarkers to assess or support improved fertility (E.g. assess fertility levels, stress biomarkers which impact fertility).
- Digital solutions to support fertility.

### Maternal health approaches (mother only) - self-care solutions and nutritional interventions to improve health:

- During pregnancy (E.g. improve sleep, morning sickness, nutritional deficiencies, immunity, energy, hormonal changes, environmental resilience etc.).
- Post partum and recovery (E.g. breastfeeding, stress resilience, energy, mood / post-natal blues/depression, sleep, hormone changes, immunity etc.).
- Novel formulations/deliveries of marketed supplements which further/better improve maternal health.
- Digital solutions to support and improve maternal physical and mental health during pregnancy & post-partum.

### Out of Scope:


- Diet and food only based approaches (E.g., diet recommendations).
- Prescription products. Approaches must be consumer health that are non-prescription options.
- Sexual health interventions not related to fertility or pregnancy (E.g. erectile dysfunction, libido).

### Submission Information / Opportunity for Collaboration

**Opportunities with proof of concept and / or data showing efficacy and safety of the intervention in / around pregnancy are preferred.** Earlier stage proposals are also welcome that may not have this evidence, providing novelty of approach. Submitters are encouraged to outline the proposed next steps to show efficacy or bring their idea to market. One-page, 200–300-word submissions are encouraged, with any optional supplementary information e.g. relevant publications. In submitting to this campaign, you confirm that your submission contains only non-confidential information.

Bayer Consumer Health is open to **a range of partnership and collaboration opportunities for science-backed inspirations and will consider the most appropriate outcome for each opportunity on a case-by-case basis.** In-licensing options for developed opportunities is of high interest through to longer-term research collaborations and everything in between are to be considered. Co-funding has not been allocated, and is not a guarantee at this time, but is not being ruled out.

### Opportunities sought

-  Technologies
-  Academics and expertise
-  Centres of excellence
-  Research projects
-  Spinout companies
-  Biotech assets

### Submissions

Please submit relevant, non-confidential opportunities online [here](#)

Deadline: **23rd June 2025 - 10:59 pm GMT**

#### Have any questions?

Contact our team at [discover@in-part.co.uk](mailto:discover@in-part.co.uk)



Bayer Consumer Health is a leading supplier of over-the-counter products offering a range of healthcare and wellbeing solutions that consumers know and trust.