

With Over 1 Million Infertile Couples In The World Today And Less Than 1% Getting Treated, INVO Bioscience Is In The Right Place At The Right Time With Their Device That Can Be Used In A Simple Facility Such As A Physician Office



**Healthcare
 Biotechnology
 (INVOB.OB – OTC: BB)**

**Mr. Kathleen T. Karloff
 Chief Executive Officer**

BIO: Kathleen Karloff, Chief Operating Officer, has over 25 years of experience in medical device manufacturing, clinical operations, regulatory affairs and quality systems with 13 years at Boston Scientific and 10 years on the senior management teams of start-up organizations.

Company Profile: INVO Bioscience is a medical device company with a patented and proven device and technology that allows a low cost, unique fertility treatment option that is much simpler to perform than IVF. The procedure can be provided in a physician's office and therefore made more available. INVO is well positioned to capture a significant share of the unmet market. With INVO, fertilization and early embryo development happens within the vaginal cavity rather than in an incubator.

According to the European Society for Human Reproduction (ESHRE, 2007) there are over 150 million infertile couples in the world while only about 1 million IVF cycles were performed in 2006. This corresponds to less than 1% of the infertile couples worldwide being treated. According to the National Infertility As-

sociation, the reasons couples do not get treatment are cost and geographical availability. INVO Bioscience can provide a locally available treatment option at approximately half the cost of IVF and will help millions of infertile couples throughout the world obtain treatment.

**Interview conducted by:
 Lynn Fosse, Senior Editor
 CEOCFOinterviews.com**

CEOCFO: What is the vision for INVO Bioscience?

Ms. Karloff: "Our vision is to be able to offer infertility treatment to the millions of couples that do not have access to treatment right now. We have a device that can be used in a physician office, so therefore can be used in many places where accesses to ART procedures such as IVF are not available treatments."

CEOCFO: Are you the only company with such a device?

Ms. Karloff: "Yes we are."

CEOCFO: Where are the areas that you are targeting where couples do not have access to an IVF center?

Ms. Karloff: "We have received our CE Mark, which authorizes us to sell product in Europe and several other places in the world. We have pilot studies going on Austria and Spain right now. We've also just gotten back from a meeting in South America and a key physician in Columbia is helping bring out the products to all of the South American countries with exception of Brazil and Argentina, which require FDA approval to launch in those countries." "We have launched in the Middle East primarily in Pakistan. We just started launching our product in

January and in Pakistan, we have opened eight INVOcell centers. There are 160 million people there and they have four IVF centers, so it is a key market for the device."

CEOCFO: Please tell us about your revenue model and how affordable is it for the markets that you are targeting.

Ms. Karloff: "Our cost model is basically the same in each country that we've been launching in. With our device, the cost of a cycle is approximately 40% of the cost of an IVF cycle and slightly higher than doing an IUI cycle. So this will allow it to be much more available."

CEOCFO: I see that you did a reverse merger; were you a public company before this or did this create the public company with a change of names?

Ms. Karloff: "Yes, the reverse merger created the public company. The main reason we decided to go through the reverse merger is that it is easier to raise money when you are public than when you are a private company, especially in the marketplace today."

CEOCFO: As you look toward the future, are you still doing R&D spending and what kind of changes can we expect?

Ms. Karloff: "We do have a second generation device that Dr. Claude Ranoux, MD, has started developing that will really revolutionize infertility. It is going to be a great device. Since the patents aren't completely filed yet, I don't want to say much more about it."

CEOCFO: What about future markets that you may be targeting to increase your company?

Ms. Karloff: “We have started working on our FDA application. We need to run a clinical study and this will take us a year. The company does not expect FDA approval until late 2010.”

CEOCFO: This would allow you to sell products in United States.

Ms. Karloff: “Right, it would allow us to sell in the United States, Mexico and Japan. It would also allow us to work on our application through China and a few other countries that require FDA approval to sell US products. We also have approval in Canada.”

CEOCFO: Do you have clinics or what is it that you actually have?

Ms. Karloff: “It is variable in different countries depending on how their infertility systems are set up. In places where they do not have infertility centers now, we are working with key opinion leaders and distributors to set up INVO clinics with OBGYNs. We are doing that model in developing countries. In Europe right now, the physicians that are using our device are primarily using it in their IVF

centers and that’s also the case in Canada.”

CEOCFO: Do you have a razor/razor blade model, with consumables?

Ms. Karloff: “Yes, we also sell a holding block that allows the device to be used very easily and keeps the gametes warm while you are doing the embryo selection and that is not a consumable. The consumable is basically the INVO cell itself, which is a one time use disposable.”

CEOCFO: What is the financial picture of the company and as you go forward will you need to raise revenues by going to the street or borrowing?

Ms. Karloff: We are currently in the process of doing a \$5 million PIPE. We have an agreement with a company out of Atlanta, Georgia to do that for us. With these funds, we believe that we can be self supportive, this should be our last money raise.”

CEOCFO: In general, the infertility market, is it increasing today?

Ms. Karloff: “The European society of reproduction estimates there are over 150 million infertile couples in the world and less than 1% get treated. The main reasons for this are cost and availability. The other 99% of the infertile couples are the market that we are trying to access by making a treatment that is less expensive and available. The unmet market is what we are going after. We are not trying to replace IVF; we are trying to offer an infertility treatment for those who cannot access treatment.”

CEOCFO: Address potential investors; why should they pick INVO Bioscience out of the crowd?

Ms. Karloff: “They should pick us out of the crowd because we are the only one in the space that is making headway in addressing a huge issue in the world of infertility. In addition, this company is going to really grow over the next three to five years as we expand to all parts of the world.”



INVO Bioscience, Inc.
100 Cummings Center, Suite 421E
Beverly, MA 01915
Phone: 978-878-9505