

# THE FERTILITY PROJECT

## MALE FERTILITY SUPPLEMENT BLUEPRINT

Companion Guide

## Supplement Quality Guide



## Disclaimer

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This companion guide is provided for educational and informational purposes only.

The content is intended to support general understanding of dietary supplements, ingredient quality, and label literacy in the context of male fertility. It is not intended to diagnose, treat, cure, or prevent any disease, nor should it be interpreted as medical advice, prescription, or individualized health guidance.

The information shared does not replace consultation with a qualified healthcare professional. Individual needs, health conditions, medications, genetic factors, and responses to supplements can vary significantly.

Always consult a licensed healthcare provider, functional medicine practitioner, or qualified nutrition professional before starting, stopping, or changing any supplement, especially if you:

- Have a medical condition
- Are undergoing fertility treatment or IVF
- Are taking prescription medication
- Have known nutrient deficiencies or absorption issues

No guarantees or claims of outcomes are made.

## Copyright & Usage

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# Introduction

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This companion guide is designed to support the Blueprint for Better Fertility video by helping you navigate supplement quality, labels, certifications, and common pitfalls.

It is intended as a reference tool, not a replacement for the full video. The explanations, context, and reasoning behind each topic are covered in detail in the recording and should be viewed in full for proper understanding.

## Important Notes

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- This guide focuses on awareness and literacy, not on providing a protocol or prescribing supplements.
- Supplement needs vary widely between individuals based on health status, lifestyle, genetics, and fertility history.
- Higher dosages, specialized forms, or therapeutic approaches should only be considered with appropriate professional guidance.

## Professional Scope

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The information shared reflects educational research, functional nutrition principles, and general best practices related to supplement quality.

It does not constitute medical advice.

Where deeper, personalized support is required, individuals may benefit from working with qualified practitioners trained in: Functional or integrative medicine, Orthomolecular nutrition, and Fertility-focused healthcare

# About Me



Marcus and his wife went through more than four years of fertility treatments and IVF, following an extended period of trying to conceive naturally. While the primary fertility diagnosis focused on female-factor challenges requiring medical treatment, Marcus's semen parameters were also sub-optimal.

Despite this, male fertility was largely overlooked by clinics, with little guidance offered beyond continuing cycles. This led Marcus to independently research semen analysis markers, sperm biology, lifestyle factors, and evidence-based supplementation strategies that support male fertility.

Through lived experience and extensive self-education, Marcus developed a practical, clarity-focused approach to male fertility—aimed at helping men understand their results, avoid common supplementation mistakes, and make informed decisions rather than relying solely on repeated cycles. His work today focuses on education, empowerment, and realistic optimization strategies for men navigating fertility and IVF.

*Marcus*



# 01 How to Use This Guide

Use this document:

- As a checklist when reviewing supplement labels
- As a reference while watching or revisiting the video
- To build informed questions for discussions with qualified professionals

For best results, pair this guide with the full video rather than using it in isolation.



# 02 Supplement Certifications & Quality Marks (Reference Guide by Region)

Certifications indicate manufacturing, safety, or quality standards. They do not guarantee effectiveness, correct dosage, bioavailability, or suitability for fertility.

## EUROPE (EU)

### Manufacturing & Quality Standards

- GMP (Good Manufacturing Practice)
- EU-regulated manufacturing standards for supplements.
- ISO 22000
- Food safety management systems.
- ISO 9001
- Quality management systems (process-focused, not product efficacy).

### Regulatory & Safety Bodies

- EFSA (European Food Safety Authority)
- Evaluates safety, health claims, and ingredient approvals.
- Novel Foods Authorisation
- Required for ingredients not traditionally consumed in the EU before 1997.

### Common Label Claims

- Gluten-free
- Lactose-free
- Vegan / Vegetarian
- Non-GMO (limited relevance in EU due to regulation)



## ! IMPORTANT CLARIFICATIONS

1 Certifications do not guarantee optimal dosage or bioavailability.

2 Certifications do not mean a supplement is suitable for fertility.

3 The form of each nutrient, interactions, and individual needs matter more than logos.

## UNITED KINGDOM (UK)

(Post-Brexit, similar but not identical to EU)

Manufacturing & Quality Standards

- GMP (UK / MHRA-aligned)
- ISO 22000 / ISO 9001

Regulatory & Safety Bodies

- FSA (Food Standards Agency)
- Oversees food supplements and safety.
- MHRA (Medicines and Healthcare products Regulatory Agency)
- Relevant when supplements border medicinal claims.

Other Marks

- Informed-Sport / Informed-Choice
- Third-party testing for banned substances (often used in sports supplements).



## UNITED STATES (US)

Manufacturing & Quality Standards

- FDA cGMP (21 CFR Part 111)
- Mandatory for dietary supplement manufacturers.
- NSF GMP Certification
- Independent verification of GMP compliance.

Third-Party Testing & Verification

- USP Verified
- Confirms identity, purity, potency, and manufacturing quality.
- NSF Certified
- ConsumerLab Tested

Regulatory Body

- FDA (Food and Drug Administration)
- Regulates supplements as food, not drugs.



## CANADA

Manufacturing & Quality Standards

- GMP (Health Canada)

Regulatory & Safety Body

- Health Canada – Natural Health Products Directorate (NHPD)

Unique Identifier

- NPN (Natural Product Number)
- Mandatory for legally sold supplements in Canada.
- Indicates ingredient review, safety, dosage, and claims approval.



## AUSTRALIA

Australia has one of the strictest systems globally.

Regulatory Body

- TGA (Therapeutic Goods Administration)

Product Classifications

- AUST L
- Lower-risk listed medicines (most supplements).
- AUST R
- Higher-risk registered medicines (more evidence required).

Manufacturing

TGA GMP

Very strict manufacturing oversight.



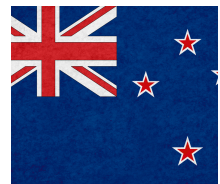
## NEW ZEALAND

Regulatory Bodies

- Medsafe
- MPI (Ministry for Primary Industries)

Notes

- Fewer unique supplement marks than Australia.
- Many products follow Australian TGA standards or GMP.





## GLOBAL / INTERNATIONAL CERTIFICATIONS

### Manufacturing & Quality

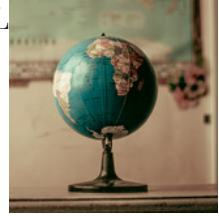
- GMP (International variants)
- ISO 22000
- ISO 9001

### Omega-3 Specific

- IFOS (International Fish Oil Standards)
- Tests purity, oxidation, heavy metals, and potency.

### Ingredient & Ethical Labels

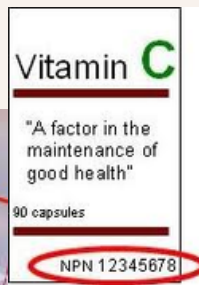
- Vegan Certified
- Non-GMO Project Verified
- Organic (limited relevance for supplements)



# 03

## Most Common Quality & Certification Logos You May See

Below are examples of commonly seen quality and certification logos found on supplement packaging. These marks relate to manufacturing and quality standards, not effectiveness.



# 04

## Carrier Oils in Supplements



Certifications do not guarantee optimal dosage or bioavailability. Certifications do not mean a supplement is suitable for fertility. The form of each nutrient, interactions, and individual needs matter more than logos.

Many fat-soluble supplements use oils as carriers to improve stability and absorption.

The type of oil used matters, as it can affect tolerance, inflammation, and overall quality.

### Oils Commonly Used as Carriers

Some supplements use low-cost vegetable oils as carriers. These are widely used in the industry but may not be ideal for everyone.

Examples include: Soybean oil, Canola (rapeseed) oil, Corn oil, Sunflower oil, Palm oil, and Peanut oil.

These oils are often chosen for cost and shelf stability, not nutritional value.

### Preferred Carrier Oils

Higher-quality supplements often use more stable and better-tolerated oils, especially for fat-soluble nutrients.

Examples include:

- Olive oil
- MCT oil
- Triglyceride-form fish oil (for omega-3 supplements)
- Coconut-derived oils

These oils are generally better aligned with absorption and tolerance, particularly for oil-based supplements.

### Why This Matters

- Carrier oils contribute to the overall formulation, not just the active ingredient.
- Poor-quality carriers may affect digestive comfort, especially when taken long-term.
- The oil source can be particularly relevant for individuals managing inflammation or sensitivities.



# 05

## Set a Time to Take Your Supplements

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Many fat-soluble supplements use oils as carriers to improve stability and absorption.

The type of oil used matters, as it can affect tolerance, inflammation, and overall quality.

*“The best time to take a supplement is the time you actually take it.*

*The best supplement is the one you consistently use.  
Everything else is secondary.*

# A Simple Guideline



## Breakfast

Supplements that may increase energy:

- Consider taking these earlier in the day to avoid interfering with sleep.

## Main Meal

Supplements better absorbed with food or fats:

- These are often best taken with your main meal, especially if they are fat-soluble.

## Same Time You Brush Your Teeth

Supplements better absorbed on an empty stomach:

- These can be taken first thing in the morning, for example at the same time you brush your teeth.

## Linked to a Daily Habit

If timing becomes confusing:

- Link supplements to an existing daily habit rather than trying to optimise everything at once.

If a routine feels stressful or complicated, simplify it.

A consistent, simple approach is usually more effective than an ideal plan that is hard to maintain.

“

You need to  
understand your own  
body and your fertility  
preparation — no one  
will do that for you

- MARCUS REIS-CHADDOCK



# 06 Fillers, Binders & Anti-Caking Agents

Fillers and excipients are added to supplements for manufacturing, stability, shelf life, or appearance.

They are not inherently harmful, but some may be unnecessary, poorly tolerated, or misleading when used excessively.

This list is provided for awareness, not avoidance at all costs.

## Common Fillers & Binders

These ingredients are often used to add bulk or bind tablets and capsules:

- Microcrystalline cellulose
- Cellulose gum
- Dicalcium phosphate
- Maltodextrin
- Starch
- Rice flour
- Modified food starch
- Sucrose
- Lactose

Note: Some fillers may be problematic for individuals with digestive sensitivities, blood sugar issues, or lactose intolerance.

## Anti-Caking & Flow Agents

Used to prevent clumping and improve manufacturing flow:

- Magnesium stearate
- Stearic acid
- Silicon dioxide

- Silicon dioxide
- Calcium silicate
- Talc

These are widely used in the supplement industry and generally considered safe at typical amounts, though some people prefer formulations with minimal use.

## Coatings & Glazing Agents

Often used for tablet appearance or swallowability:

- Hydroxypropyl methylcellulose (HPMC)
- Shellac
- Carnauba wax
- Polyethylene glycol (PEG)

## Artificial Colours & Sweeteners

(More common in chewables, powders, and liquids)

- Artificial food dyes (e.g. FD&C colours)
- Sucralose
- Aspartame
- Acesulfame potassium

These are not necessary for efficacy and are usually avoided in higher-quality formulations.

## Proprietary Blends (Special Note)

- Often marketed as “fertility blends” or “complexes”
- Individual ingredient amounts may not be fully disclosed
- Dosages may be too low to be meaningful

When present, additional research or manufacturer inquiry may be needed to assess quality.

## Practical Guidance

- Fewer excipients generally indicate a cleaner formulation
- Capsule supplements often contain fewer fillers than tablets
- Always check the full ingredient list, not just the front label

## Important Clarification

The presence of fillers or excipients does not automatically make a supplement bad.

The overall quality depends on:

- Ingredient form
- Dosage transparency
- Manufacturing standards
- Individual tolerance

## Final Reminder

A clean label does not guarantee results — and a long label is not always bad.

Use the checklist below as a filter, not a rule-book.

## Quick Label Scan Checklist

- ✓ **Step 1: Are the ingredient forms clearly stated?**
  - Look for specific forms (e.g. glycinate, ubiquinol, 5-MTHF)
  - Be cautious if forms are not disclosed
- ✓ **Is the serving size realistic?**
  - Check how many capsules make up one serving
  - Compare front-label claims with the actual serving instructions
- ✓ **Are individual dosages listed?**
  - Avoid proprietary blends that hide ingredient amounts
  - Make sure amounts are meaningful, not just “included”
- ✓ **What excipients are used?**
  - Scan for fillers, binders, and flow agents
  - Fewer unnecessary additives usually indicate better quality
- ✓ **Is there a quality or testing reference?**
  - GMP, ISO, USP, NSF, IFOS, NPN, or similar
  - Manufacturing quality matters as much as the ingredient itself

# Additional Resources



## Sperm Analysis Masterclass

A free, in-depth masterclass designed to help you understand semen analysis results beyond reference ranges, what truly matters, and how to interpret results in the context of fertility and IVF.

## Male Fertility Mastery

A comprehensive course that brings together education, practical tools, and step-by-step guidance to help you make informed decisions throughout the male fertility journey. We'll be covering lifestyle, mindset, nutrition, supplementation, and the latest testing options – so you can stop guessing and start making real progress.

## Podcast

A podcast dedicated to real conversations around male fertility, IVF, lifestyle, supplementation, and navigating fertility as a couple – blending education, experience, and practical insight in an accessible format.

## Book

An upcoming book expanding on the topics covered in the Blueprint, Masterclass, and Course – offering deeper insight into male fertility, supplementation, and long-term reproductive health.

## Quiz

A practical self-assessment quiz designed to help you identify where you are in your fertility journey and what the most relevant next steps may be for you.

These resources are designed to support different stages of the fertility journey – whether you are just starting to explore, preparing for IVF, or looking to optimize outcomes more intentionally.

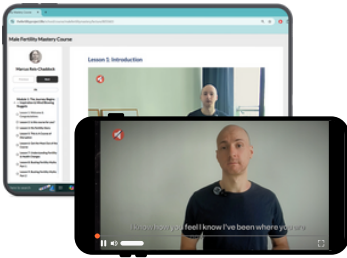
# Conclusion and Next Steps

Understanding supplements is not about chasing perfection or taking everything available.

It's about making informed choices, understanding quality, and being intentional with what you put into your body.

This guide is meant to support awareness — not replace judgment, professional guidance, or personal responsibility.

Used alongside the video, it provides context, reference points, and reminders to help you navigate supplementation with more confidence and less confusion. Small, consistent improvements in quality and routine can compound over time.



As a viewer of this Blueprint, you're invited to access the Male Fertility Mastery course with a special, limited discount, designed to help you turn understanding into consistent action.

[register now](#)

You don't need perfection to improve your fertility.  
You need clarity, consistency, and time — and those  
are all things you can control



[support@thefertilityproject.life](mailto:support@thefertilityproject.life)  
[www.thefertilityproject.life](http://www.thefertilityproject.life)