



# Deborah Brock

## Nua Fertility

Nua Fertility is a pioneering Irish fertility health company, inspired by Deborah Brock's own experience of infertility. Her search for solutions, grounded in science, led her to the understanding of the importance of nutrition and the microbiome for fertility.

Nua Fertility has developed premium fertility supplements with a microbiome focus that are designed to support the nutritional needs of men and women when trying to conceive. Working with global manufacturers, their proprietary product NuaBiome Women was launched in 2020. NuaBiome Women combines fertility-supporting vitamins and minerals with a blend of high-quality strains of good bacteria to promote healthy conception, egg health, and foetal development. The supplements are available online and are now stocked in pharmacies, health food stores, and fertility clinics in Ireland and the UK.

Deborah's approach is to have a community at the centre of everything Nua Fertility does. Their education hub is a space where their community can be informed and take an active role in optimising their fertility.

Before founding Nua Fertility, Deborah spent most of her career in the charity and education sectors, working in senior management. She decided to leave a job and team she loved to pursue her passion for fertility health and become an entrepreneur.

In December 2020, Nua Fertility won Gold in the eCommerce & Retail Startup Awards. Following this, NuaBiome Women won the 'Best Women's Health Product' in the OTC Pharmacy & Retail Product Awards 2021.

The company has several innovative products in the pipeline to build on their existing markets and enter new international markets.

**[www.nuafertility.com](http://www.nuafertility.com)**

