

# Callitas Health Inc.

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## Callitas Health enlists advertising team to spread the word about its fertility gel

Callitas Health Inc (CSE:LILY, OTCQB:MPHMF, OTCMKTS: MPHMF) is expanding the reach of its fertility gel ToConceive through a new marketing channel.

ToConceive is a fertility-enhancing paraben-free vaginal gel designed to create the right environment for natural conception. The formula has been approved by the US Food and Drug Administration.

**READ:** Long-term partnership with leading condom-maker LifeStyles brings Callitas Health's products into new global markets  
The clinical-stage pharmaceutical company has launched its affiliate network for ToConceive through advertising firm W4 Performance Ad Market.

W4 has previously worked with big-name companies like Netflix Inc (NASDAQ:NFLX) and Groupon Inc (NASDAQ:GRPN).

Through a variety of online advertisements, including newsletters and social media, Callitas hopes to get the word out about to couples about its fertility and female sexual health and wellness products.

**BIG PICTURE:** Callitas Health Inc has big plans for broad product portfolio "The network will also allow us to incentivize influencers, thought leaders and bloggers to partner with our current and new products," said CEO James Thompson in a press statement.

Shares of the Ohio-based biotech were up more than 5% to US\$0.16 by Monday's closing bell.

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**Price:** \$0.11  
**Market Cap:** \$3.62 m

### Share Information

**Code:** LILY  
**Listing:** CSE  
**52 week High Low**  
**0.175 0.05**

**Sector:** Pharma & Biotech  
**Website:** [www.callitas.com](http://www.callitas.com)

### Company Synopsis:

*Founded on Midwest values, our Cincinnati-based company is people-focused, always looking for ways to benefit our customers, shareholders, and employees. Our company was built on strong work ethic, honesty, and a desire to help others. Our number one goal is helping people by bringing products to market that improve quality of life.*

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