



ABOUT FLORA

Fertility awareness is at an all time high, particularly as people delay parenthood.

Most people have limited or no fertility coverage. If they do, it disappears when they change jobs. A FLORA policy stays with you.

Our standalone fertility insurance is accessible, affordable and proactive. Buy it early and if you need fertility treatment in the future, it can help cover the cost of diagnostics, medications, IUI, and IVF, with up to \$50,000 in lifetime coverage.

Plans average \$40/month. The policy is in your name so you can build your family on your own terms and timeline.

Fertility and reproductive health matters. Now you have options to affordably plan ahead.

Personally-owned fertility insurance. Simple, flexible, and on your terms.

Take the next step.



www.heyflora.com

Know someone that needs this?

Pass it along or apply for yourself.

**MODERN
FERTILITY
COVERAGE FOR
THE NEXT
GENERATION OF
PARENTS**



IS FLORA FOR YOU?

- Women between 20–34 years old can apply; coverage lasts until age 45.
- Without current infertility diagnosis (*coverage for conditions such as PMOS may still qualify*).
- Exploring alternatives or complements to egg freezing.
- Proactively planning for your future family.

FERTILITY BY THE NUMBERS

- 1 in 6 people experience infertility (World Health Organization, 2023).
- The average cost of a *single* IVF cycle is \$15,000–\$20,000 out of pocket.
- The average costs for *all* needed fertility treatments can exceed \$50,000 out of pocket.

FLORA is a proactive way to get covered for the future if you need treatment.

Simple, affordable, and yours to keep.

The first of its kind fertility coverage for people planning ahead.



APPLY FOR A POLICY

If FLORA is a fit for you or someone you love, apply for a policy at heyflora.com.

If approved, your policy provides coverage for future medically-required fertility treatments at the clinic of your choice, along with women's health benefits from day one.

FLORA lets you plan your journey, your way.

CONTACT US

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