

THE FERTILITY-FRIENDLY SHOPPING LIST

Small Choices Create Big Change

Everyday essentials for a healthier you and a brighter tomorrow.



Nourish



Balance



Support

1. FOOD & NUTRITION

Whole, nutrient-rich foods to support your reproductive health.

- ✓ Leafy greens (spinach, kale, rocket)
- ✓ Colourful vegetables (broccoli, peppers, carrots)
- ✓ Fruit (berries, citrus, apples)
- ✓ Wholegrains (quinoa, brown rice, wholegrain bread)
- ✓ Legumes (lentils, chickpeas, beans)
- ✓ Nuts & seeds (chia, flax, pumpkin, sunflower)
- ✓ Healthy fats (olive oil, avocado)
- ✓ Omega-3 rich foods (oily fish, walnuts)
- ✓ Eggs (free-range)
- ✓ Herbs & spices (turmeric, ginger, cinnamon)

Real food. Real nutrition.
Real support.

2. FOOD STORAGE & COOKWARE

Safer options to reduce unnecessary chemical exposure.

- ✓ Glass storage containers (with BPA-free lids)
- ✓ Stainless steel cookware, pans and utensils
- ✓ Wooden utensils
- ✓ Cast iron cookware
- ✓ Beeswax wraps or uncoated containers
- ✓ Stainless steel or glass water bottles
- ✓ Avoid non-stick cookware (with PTFE/PFOA)



Simple swaps for a safer kitchen.

3. FILTERED WATER

Clean, great-tasting water for you and your family.

- ✓ Reverse osmosis (RO) water filtration system
- ✓ Glass or stainless steel water bottles
- ✓ Replace filters as recommended
- ✓ Avoid plastic water bottles (where possible)



Pure water. A healthier you.

4. CLEANING PRODUCTS

Effective and non-toxic options for a clean home.

- ✓ Plant-based, non-toxic all-purpose cleaners
- ✓ Vinegar and bicarbonate of soda
- ✓ Eco-friendly kitchen and bathroom cleaners
- ✓ Fragrance-free or naturally fragranced products
- ✓ Toilet cleaner (non-bleach)
- ✓ Glass cleaner (vinegar-based)



A cleaner home for a healthier you.

5. LAUNDRY

Keep clothes clean without unnecessary chemicals.

- ✓ Fragrance-free or plant-based detergent
- ✓ Eco laundry sheets or liquid
- ✓ Stain remover (oxygen-based)
- ✓ Wool dryer balls (reusable)
- ✓ White vinegar (natural fabric softener)



Fresh clothes. Fewer chemicals.

6. SOAPS & SHOWER GELS

Gentle, effective and kind to your hormones.

- ✓ Fragrance-free or naturally fragranced options (essential oils)
- ✓ Plant-based, gentle formulas
- ✓ Aloe vera or nourishing oils (e.g. olive, coconut, jojoba)
- ✓ Minimal ingredients



Clean ingredients. Healthier skin.

7. SHAMPOO & HAIRCARE

Support healthy hair without hormone-disrupting ingredients.

- ✓ Sulfate-free (SLS/SLES-free)
- ✓ Natural ingredients (e.g. aloe vera, argan oil, coconut oil)
- ✓ Minimal fragrance
- ✓ Avoid synthetic fragrances
- ✓ Conditioner with nourishing oils



Healthy hair. Happier hormones.

8. SKINCARE

Nourish and protect your skin with safer choices.

- ✓ Simple, non-toxic moisturiser
- ✓ Fragrance-free or natural fragrance
- ✓ Mineral sunscreen (zinc oxide, titanium dioxide)
- ✓ Gentle cleanser
- ✓ Natural oils (e.g. jojoba, rosehip)
- ✓ Minimal ingredients



Kind to your skin. Supportive of your health.

9. TOOTHPASTE & ORAL CARE

Support your oral health and overall wellbeing.

- ✓ Natural ingredients (e.g. aloe vera, xylitol, silica)
- ✓ SLS-free options
- ✓ Alcohol-free mouthwash (if used)
- ✓ Dental floss (plastic-free options)
- ✓ BPA-free toothbrush (e.g. bamboo or plant-based)



A healthy smile for a healthier you.

10. DEODORANT

Stay fresh, naturally.

- ✓ Baking soda or magnesium based options
- ✓ Natural fragrance (essential oils)
- ✓ Minimal ingredients
- ✓ Refillable or plastic-free options



Feel fresh. Naturally.

❌ INGREDIENTS TO BE AWARE OF

Consider limiting or avoiding these where possible.

- ❌ Parabens (e.g. methylparaben, propylparaben)
- ❌ Phthalates (often listed as 'fragrance' or DBP, DEHP)
- ❌ Sulfates (SLS, SLES)
- ❌ Triclosan
- ❌ BPA (bisphenol A)
- ❌ Synthetic fragrances (parfum)
- ❌ Oxybenzone and some chemical UV filters
- ❌ Retinoids (e.g. retinol – avoid when TTC)
- ❌ Quats (in fabric softeners)

Read labels. Choose wisely.
Your health matters.

✓ REMEMBER

- ✓ Choose whole, fresh foods where possible
- ✓ Read ingredient labels
- ✓ Keep it simple — fewer ingredients are better
- ✓ Opt for glass, stainless steel and wooden options over plastic
- ✓ Use fragrance-free products, especially in cleaning and personal care
- ✓ Ventilate your home
- ✓ Buy organic where possible (especially for the 'Dirty Dozen' fruits and vegetables)
- ✓ Progress over perfection



Nourish



Balance



Support

A healthier environment for your next chapter

Nature's Cycle
Nourish. Balance. Support.

