

“INVOcell allows conception and embryo development to take place inside the mother's body, making having a baby simpler and less expensive, while promoting more involvement by the woman”



Stock Information As of 6/30/09

Exchange:	OTC BB
Symbol:	IVOB
Recent Price:	\$.17
52 Week Range:	\$.05- \$.50
Market Cap:	\$8.2M
Shares Outstanding:	53.7 M
Approximate Float:	14 M

Executive Summary

INVO Bioscience is a medical device company that recently brought a new device to the infertility market. The INVOcell procedure is a unique new fertility treatment option that is simple and affordable and can be made available in areas that do not have access to treatment today. The company and its distributors continue to train physicians how to implement the INVOcell process all over the world.

The INVOcell procedure offers a breakthrough device that treats infertility and recently entered into commercialization with sales being generated from around the world.

According to the European Society for Human Reproduction (ESHRE, 2007) there are over 150 million infertile couples in the world. While there have been large increases in the use of In vitro Fertilization (IVF), only about 1 million IVF cycles were performed in 2006 which corresponds to less than 1% of the infertile couples worldwide being treated. Knowing that an average of 2-3 cycles of IVF are performed per infertile couple, there are only 300,000-500,000 couples treated. According to a survey conducted by Resolve: The National Infertility Association, “The main reasons couples do not use IVF are cost and geographical availability.” INVO Bioscience can provide a locally available treatment at a more affordable cost that will help millions of infertile couples throughout the world receive treatment where treatment is not currently available. INVO Bioscience is not competing with In vitro Fertilization treatment. In fact, INVO believes that The INVOcell procedure allows IVF clinics to expand their business by offering affordable INVO satellite centers to expand revenues and geographical reach.

Due to the reason that INVOcell process does not require LARGE and expensive equipment, satellite/physician centers and now offer the INVOcell process in more locations. INVO is well positioned to capture a significant share of this unmet market.

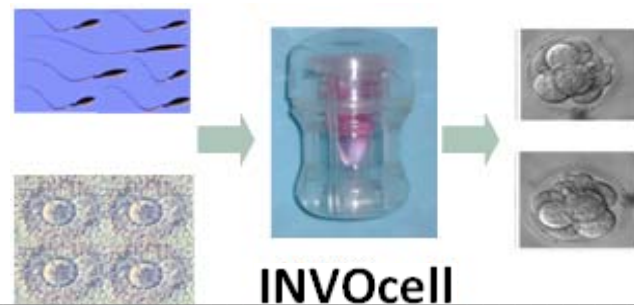
Un-addressed Infertility

- Over 149 million infertile couples go untreated; this is the population INVO is targeting
- Less than .5% are treated worldwide
- Reasons for lack of treatment (cost, availability, awareness)
- 40% of couples who go into consultation for In vitro walk out declining treatment due to high costs

INVO Procedure

During the INVO (see illustration below), fertilization and potential embryo development occur inside the woman’s vaginal cavity in a disposable single use device which is called the INVOcell. In the INVO procedure either mild ovarian stimulation (medication) or no ovarian stimulation are used. Using a mild stimulation protocol, 1-10 eggs are retrieved under light sedation. These eggs are then placed with the partner’s sperm and cell growth media in the unique INVO cell device.

The INVOcell is then placed in the patient’s vaginal cavity for an incubation period of 3 days. The patient returns to the physician’s office after 3 days where the INVOcell is removed. The protective outer vessel of the INVOcell is discarded and the inner vessel is placed in INVO Bioscience’s patented Holding Block in a vertical position for 15 minutes. The embryos can be directly viewed from the micro chamber in the holding block by using a microscope. Then the anticipated best one or two embryos are selected and loaded directly from the device with a transfer catheter and inserted back into the women.



Advantages of INVOcell Technology

Similar efficacy to IVF

Over 800 published cases where INVO was equivalent to IVF

Lower cost to achieve pregnancy

Lower dosage of medication and laboratory intervention
Less time required by endocrinologists

Greater Geographic Availability

Offers an effective fertility treatment able to reach new Markets via satellite centers

Greater Patient Involvement

Natural incubation

INVO Positioning

INVO Bioscience has received the CE Mark "Declaration of Conformity" from the European Union and is equivalent to approval by the Food and Drug Administration (FDA) in the U.S. allowing the Company to sell its product in Europe, Canada and many other countries. INVO Bioscience, Inc. has already begun to generate revenue and has commenced its initial sales strategy to launch in Europe, Canada, South America and the Middle East. The Company has also has filed a 510K submission with the FDA and following initial review expects to launch a US clinical study in 2009.

INVO Bioscience has several business models to effectively sell its products in different regions of the world.

- Direct physician sales through leading medical supplies and devices distributors (Current strategy in Canada, Europe)
- Direct Sales to Physicians and IVF centers (Current strategy in Africa)
- INVOcell Centers through distributors - (Current strategy in Middle East, and South America)

Current Regulatory Status

- ISO 13485 certified and CE Mark
- Anticipating US clinical study in 2009 and FDA 510(k) clearance late 2010

Launch Plans and Market Opportunity

INVO Centers

- Middle East has opened 8 INVO clinics
- Austria launched in January 2009
- Switzerland and Italy in March 2009
- Canadian approval obtained in January 2009
- In May 2009, INVO announced that the first South American INVO Center had officially opened in Cali, Colombia and 17 additional centers in Colombia, Guatemala, El Salvador, Panama, Venezuela, Ecuador and Peru are also now offering the INVO procedure

	EU	US	LA	China	India
Infertile Couples	10,000,000	7,300,000	9,000,000	12,000,000	12,000,000
Infertile Couples w/out Treatment	95%	95%	95%	95%	95%
% Treated (forecasted)	5%	8%	5%	5%	3%
Patients	475,000	554,800	427,500	570,000	342,000
Cycles per Patient	2	2	2	2	2
Cost per INVOcell	\$180.00	\$250	\$120	\$100	\$100
Market Opportunity	\$171,000,000	\$277,400,000	\$102,600,000	\$114,000,000	\$68,400,000

The INVOcell and INVO process is a multi-billion dollar business if INVO Bioscience penetrates only 5% of the unmet need

Management Team

INVO Bioscience's management team is deeply experienced and balanced across areas of critical importance to the success of the company.

Claude Ranoux, M.D., M.S., - President and Chief Scientist has more than 30 years of experience in the treatment of infertility; he is the inventor and developer of INVO™ procedure and INVOcell device.

Kathleen Karloff - Chief Executive Officer has over 25 years of experience in medical device manufacturing, clinical operations, regulatory affairs and quality systems with 13 years at Boston Scientific where she held the title of Director of Operations during her tenure as well as brings 10 years on the senior management teams of start-up organizations.

Robert Bowdring - CFO has a strong history in senior financial management with over 25 years experience as CFO, VP Finance and Controller. Rob has been in both public and private manufacturing and service companies during his career primarily in start up to midsize companies.

Nancy Harrington - Vice President of Clinical Services is an accomplished senior executive with over twenty years of healthcare and pharmaceutical experience in reproductive health. Ms Harrington was the Vice President of Reproductive Health Services at ivpcare providing services to infertility patients nationwide

Jill Wollins PhD -Regulatory Consultant, Ph.D. has more than twenty years of experience in Global Clinical and Regulatory Affairs in the medical device and biotech industry. She holds a Ph.D. in Biomedical Engineering and received US Regulatory Affairs Certification (RAC) in 1999. She has worked successfully with the FDA to bring class II and III devices to market in the US as well as obtained product approvals in the EU, Asia and the rest of the world.

Contact Information

Tony Schor - President
Investor Awareness, Inc.
847-945-2222

www.investorawareness.com

Kathleen Karloff - CEO
INVO Bioscience, Inc.
978-878-9505

www.invobioscience.com

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