Clearblue

CLEARBLUE ADVANCED FERTILITY MONITOR

Proven to increase the chance of conception by 89%*

Clearblue Professional Series

FERTILITY

* In the first two cycles of use[1]

About **Clearblue**

Clearblue™ is the world's number one selling brand in home pregnancy and fertility tests.* Consumers trust the Clearblue brand because it delivers the accurate information they want. The Clearblue product range is built on a strong foundation of peer-reviewed science and consumer understanding. Clearblue is supported by over 25 years of expertise, quality, and innovation in consumer diagnostics.

* Based on international sales in nearly 20 countries compiled using independent market research data.

Clearblue Advanced Fertility Monitor, technology in the palm of her hand

Today's busy lifestyles mean women often wish to actively plan their families and expect pregnancy to happen quickly. There are, however, a limited number of days in each cycle when a woman can become pregnant.[2] Many women are unaware of the timing of their fertile window, or miscalculate when it occurs.[3] This means they may be missing the times at which intercourse would give the highest chances of conceiving.

The Clearblue Advanced Fertility Monitor is a unique innovation that has been shown to increase the chance of conception by 89%, in the first two cycles of use.[1†] It consists of a hand-held Monitor and disposable Test Sticks. It identifies changes in urine levels of two key hormones that control fertility, to accurately identify a woman's fertile window (the days leading up to, and including day of ovulation).[4]

The Clearblue Advanced Fertility Monitor is an innovative and improved model of the previously available Clearblue Fertility Monitor, which now has a touch screen display and other features that make it an effective and easy-to-use aid for women trying to conceive:

- It accurately and reliably identifies more fertile days than ovulation tests that only measure luteinising hormone (LH)

- It contains a dual-hormone assay, and uses urine Test Sticks to identify a woman's fertile period by tracking the changing levels of estrone-3-glucuronide (E3G)*, a urinary metabolite of estradiol, and LH

- It determines and evaluates E3G and LH levels to identify and display the user's daily fertility status: Low, High or Peak

- It has the ability to test for pregnancy

- It counts down to the appropriate time to perform a pregnancy test from 3 days before the period is due

- The pregnancy test function uses different urine Test Sticks to the fertility assay, distinguishable by colour

- Once the user has performed a test, the Monitor will display the result on screen and store the result for future reference

- It allows the user to input additional personal information, such as dates of intercourse and menses

- It can store six cycles of information, which can be displayed as a summary chart and shared with healthcare professionals.

* Estrogen-3-glucuronide is recognised by the World Health Organization as a principal metabolite of estradiol.[5] The urinary levels of E3G correspond to the serum levels of estradiol.[6]

The fertile window lasts for 6 days

The chances of conception increase in the days leading up to ovulation. The duration of the fertile window is determined by the viability of the sperm in the days preceding ovulation and the lifespan of the ovum:

- It is generally accepted that sperm can survive for up to 5 days in sperm-supportive cervical mucus[2]

- Ova typically survive for 12–24 hours after ovulation.[7,8]

A study of 221 women found that the fertile window lasts for 6 days, from 5 days prior to the estimated day of ovulation to the estimated day of ovulation itself (Figure One). In this study, in every cycle in which conception occurred, there was intercourse at least once in this 6-day window. In contrast, the cycles in which intercourse occurred outside this time did not result in pregnancy.[2]
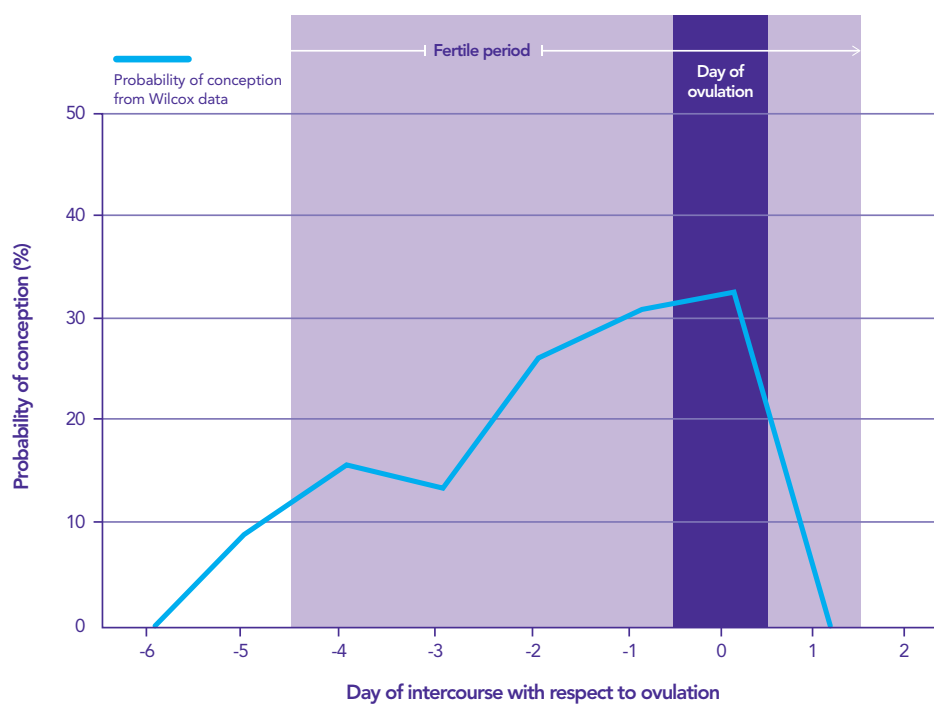

Figure One: Probability of conception with respect to day of ovulation (data from ovulatory cycles in which a single act of intercourse led to pregnancy were used to calculate the probability of conception and data from the statistical model applied to the ovulatory cycles examined in this study), n=625. Adapted from Wilcox AJ, *et al* (1996).[2]

The fertile window can be identified by tracking two key hormones

Changes in hormonal levels control the fertile window

The menstrual cycle is controlled by the anterior pituitary gonadotrophins (follicle-stimulating hormone and LH) and the gonadal sex hormones (estrogen and progesterone).[9] Changing plasma hormone levels throughout the menstrual cycle control ovum development and ovulation (Figure Two).[9,10]

Plasma estradiol is the major physiological determinant of the onset of the fertile window; it stimulates secretion of cervical mucus that is favourable for the survival and transport of sperm. Estradiol levels gradually rise in the early stage of the woman's cycle, reaching a threshold that triggers a sudden increase in LH – the LH surge.[10]

The LH surge is the best indicator of impending ovulation; it causes the dominant follicle to rupture and release a mature ovum. Ovulation typically occurs 24–36 hours after the LH surge, and will not occur in its absence.[11]
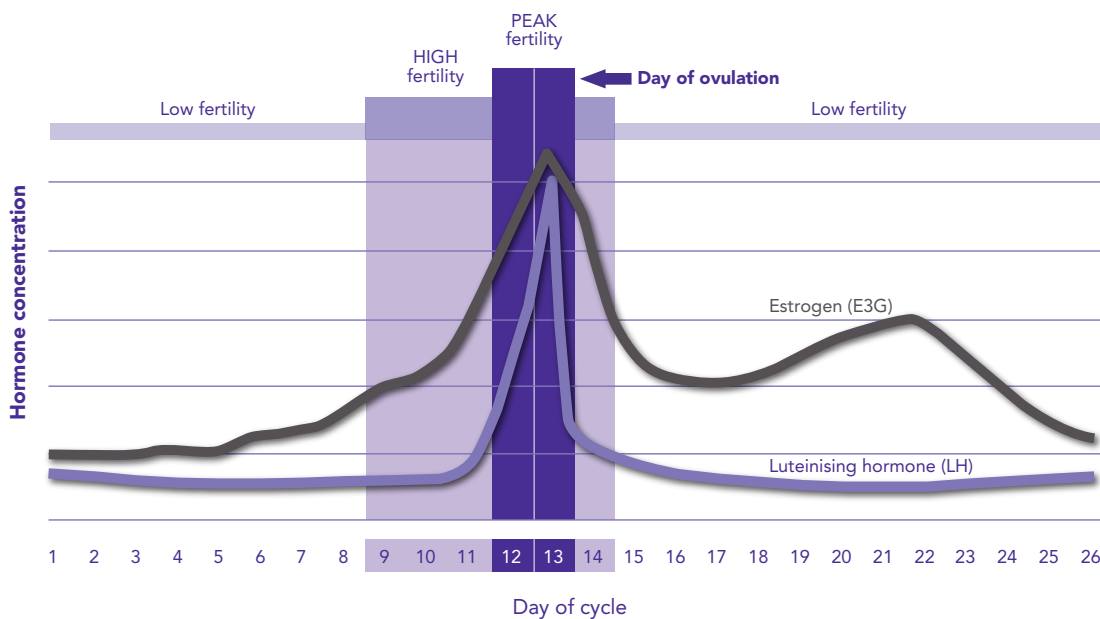
Figure Two: Schematic of typical hormone levels found in urine throughout the cycle.

Identifying the fertile window by monitoring hormonal changes through urine tests

The Clearblue Advanced Fertility Monitor employs patented technology which has been developed into a unique dual-hormone assay for E3G and LH. E3G is recognised by the World Health Organization as a principal metabolite of estradiol[5] and urinary levels of E3G correspond to the serum levels of estradiol.[6]

The Clearblue Advanced Fertility Monitor identifies days of High and Peak fertility

The Clearblue Advanced Fertility Monitor gives women comprehensive, personalised information that is unique to each cycle. It has a touch screen display that guides a woman through her cycle; it will prompt the user when to perform tests and clearly displays the result.

The user sets a new cycle on the day her period starts. In cycle 1, the first test will be requested on day 6. The Monitor will then request a test every day for either 10 or 20 days, depending on cycle length and when it detects the LH surge. These testing days are clearly indicated to the user via the display of a Test Day screen on the Monitor. In subsequent cycles, the first test day will vary between day 6 and 9, according to data collected in previous cycles and the user will still be asked for a test every day for 10 or 20 days.

Day 6

3hrs 45mins remaining of your testing window.

Test day

Testing window is:
05:00 to 11:00
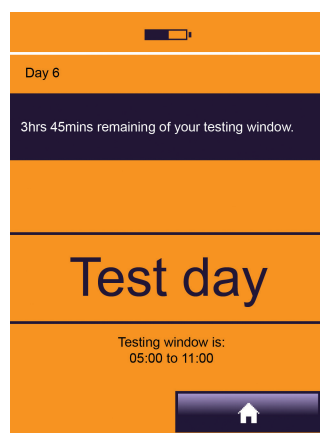
When prompted to perform a test, the user needs to take a fertility Test Stick (contained within a purple foil) and then perform a test either by holding the Test Stick pointing downwards in her urine stream for 3 seconds, or by dipping the Test Stick for 15 seconds in a urine sample collected in a clean, dry container. For both methods, urine from the first morning urination should be used for testing. The Monitor will automatically set a testing window from 05.00 to 11.00 (as urine tests need to be performed on the first morning urine) and the user can only perform a test during this 6 hour window. However, the user can change the timing of this testing window if they wish. After performing the test, the Test Stick is inserted into the Test Slot for the Monitor to read the result. During this time a countdown screen will appear, and after 5 minutes the screen will display the result.

The fertility Test Sticks contain monoclonal antibodies, conjugated to blue latex particles, which detect and identify LH and E3G in urine. After sampling, blue lines form on the Test Stick. The Monitor uses optical technology to measure the intensity of these blue lines to track the levels of LH and E3G present in the urine. A sophisticated algorithm collects this information, along with menstrual cycle characteristics, and transforms it into a simple-to-understand indicator of fertility level displayed on screen: Low, High or Peak.

Day 6: Low	Day 8: High	Day 12: Peak
Low	**High**	☺ **Peak**
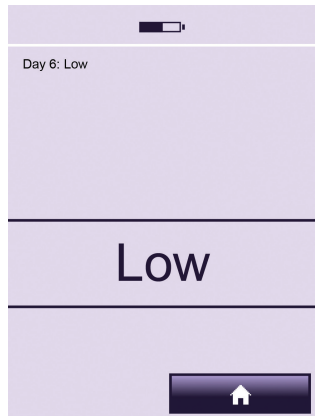
Low is displayed on days when it is unlikely but not impossible that intercourse will result in pregnancy.
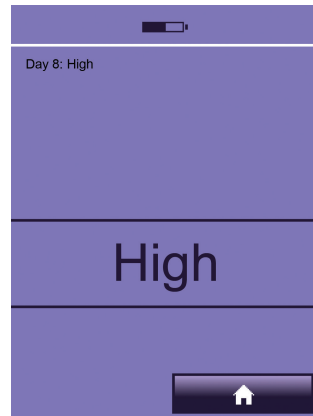
High is displayed when the Monitor detects a rise in E3G, prior to a rise in LH, and indicates that there is a high probability that intercourse at this time may lead to pregnancy.
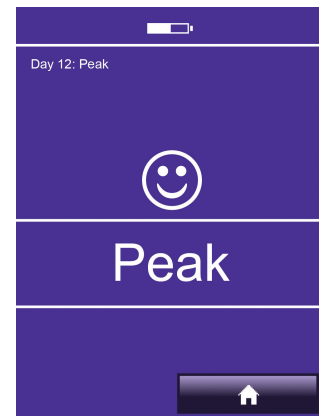
Peak is displayed when the Monitor detects a surge in LH, which occurs 24–36 hours before ovulation, and indicates that the user is at the most fertile time in her cycle.

To increase the chance of conception, it is beneficial to identify as many fertile days as possible. The display on the Clearblue Advanced Fertility Monitor will display 'High' when it first detects a rise in E3G, prior to the LH surge. For most women, the Clearblue Advanced Fertility Monitor will identify between 1 and 5 days of high fertility before they reach their peak fertility status. Informing a woman that her fertility status is high not only provides advance warning of her 2-day period of peak fertility, but also increases her chances of conception, as intercourse on the high fertility days themselves may lead to pregnancy.

When the display on the Clearblue Advanced Fertility Monitor shows 'Peak' fertility this indicates that the Monitor has detected the LH surge, which is the best indicator of impending ovulation.[5] Assay results from the Clearblue Advanced Fertility Monitor compare to serum hormone levels[3†] and in laboratory studies it was 99% accurate in detecting the LH surge.[12†] Furthermore, in a clinical evaluation the Clearblue Advanced Fertility Monitor detected the LH surge in 96.6% of women.[13†]

The Clearblue Advanced Fertility Monitor provides a more accurate indication of fertile days than traditional home methods. In addition to prompting when to perform a test, the Monitor also records test results, together with dates when tests have been performed or missed, for future reference.

The Clearblue Advanced Fertility Monitor algorithm is clinically proven to predict ovulation (Peak Fertility)

The technology used in the Clearblue Advanced Fertility Monitor has been shown to accurately predict ovulation compared with serum hormone measurements and vaginal ultrasound scans.[13†] In 150 cycles the measurement of urinary hormones by the Monitor correlated very closely to serum levels, and ovulation was detected by ultrasound during two days of peak fertility in 91% of cycles (Figure Three).[4†]
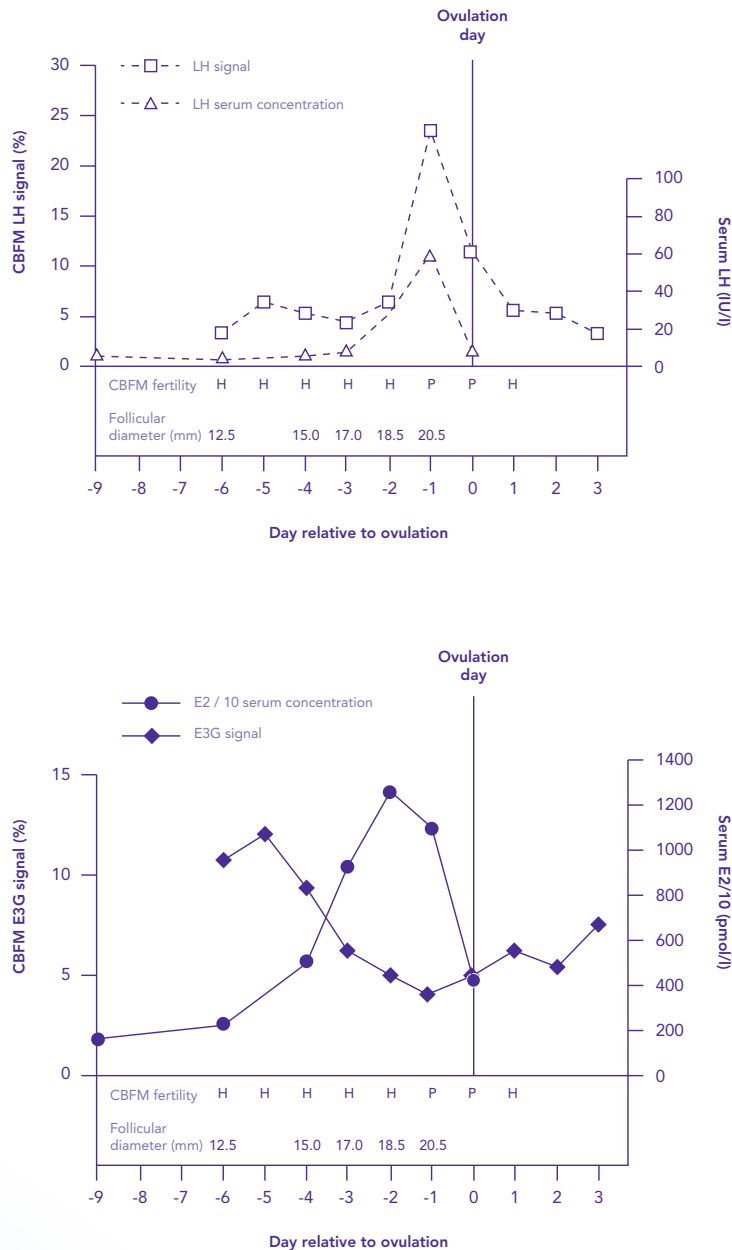

Figure Three: Ovulation prediction using serum hormone measurement, vaginal ultrasound scan and the Clearblue Advanced Fertility Monitor.[†] Adapted from Behre HM, *et al*.[4]

The importance of identifying the entire fertile window

There is a rational hypothesis that with fertility-focused intercourse, conception is likely to occur more quickly.[2,14–16] Conception is most likely to occur when intercourse takes place on the day before, or day of ovulation,[17] but conception is possible throughout the fertile window. Furthermore, it has been proposed that intercourse across the fertile period is more likely to lead to pregnancy than intercourse at peak fertility alone.[17]

In addition, couples may be unaware of the most appropriate time in their cycle to try to conceive. A study amongst women trying to get pregnant found that only 13% correctly estimated their ovulation day.[3] In the same study only 55% of women provided an estimate of their day of ovulation that fell within their fertile window.

Identification of a woman's entire fertile window is important because:

- It gives women warning of their peak fertility to allow for better planning of intercourse to coincide with this window

- It notifies women of more fertile days and thus more opportunities to get pregnant naturally

- Women who know their entire fertile window have an increased chance of conceiving.[15]

The Clearblue Advanced Fertility Monitor is designed to identify the entire fertile window

In a laboratory analysis of daily urine samples from 352 menstrual cycles, the mean duration of the combined high and peak fertility days detected by the Clearblue Advanced Fertility Monitor was 6.01 ± 2.33 days. Of these menstrual cycles, all of which demonstrated an LH surge, 62% had between 3 and 6 days, and a further 23% had 7 or 8 days of combined high and peak fertility.[18]

In a study of 54 couples who were seeking conception assistance, the Monitor identified a median of seven fertile days and more than 60% of cycles had between 1 and 5 days of high fertility, prior to peak fertility, over four cycles.[19]

The Clearblue Advanced Fertility Monitor increases the chance of conceiving by 89%[1†]

The Clearblue Advanced Fertility Monitor provides a more accurate indication of fertile days than traditional methods of home fertility planning.

In a randomised controlled trial involving over 600 women trying to conceive, use of the Monitor increased the chances of conception.[1†] The pregnancy rate within the group of 302 women using the Clearblue Advanced Fertility Monitor was significantly higher compared with 347 women who were not using the Monitor (Figure Four). Using the Clearblue Advanced Fertility Monitor increased the chances of conception by 89% in the first two cycles of use.[1†]
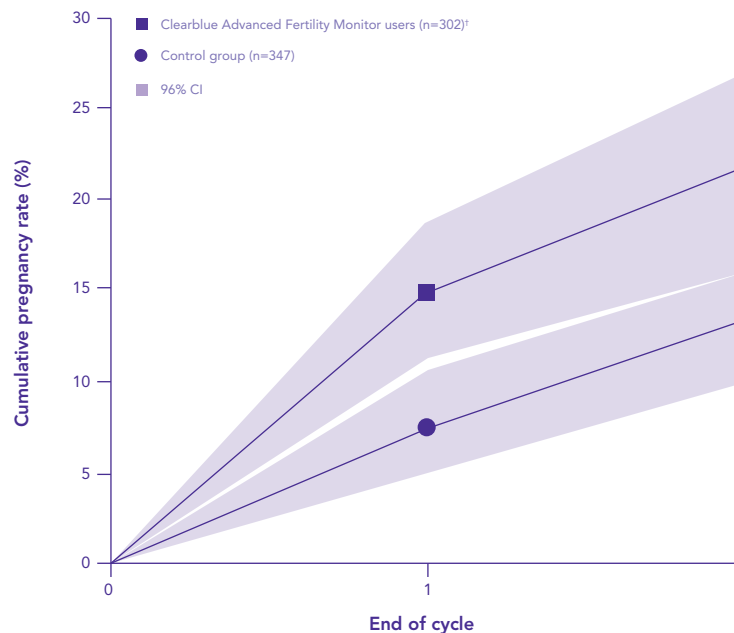

Figure Four: Cumulative pregnancy rates over two cycles of use with 96% confidence interval (CI). 89% more pregnancies were seen in Clearblue Advanced Fertility Monitor users vs. control.[†] p=0.003. Adapted from Robinson JE, *et al* (2007).[1]

A woman's personal fertility monitor – fertility and pregnancy testing, data storage and review on one monitor

The Clearblue Advanced Fertility Monitor also enables pregnancy testing

In addition to the dual-hormone assay for fertility hormones, the Clearblue Advanced Fertility Monitor has pregnancy Test Sticks that contain an assay for human chorionic gonadotrophin (hCG), which is an established and accurate marker for pregnancy. This hormone is produced in the earliest stages of pregnancy, where it plays a role in the survival of the corpus luteum.[20] Initially hCG is produced by the embryo and therefore acts as a marker for its presence.[21] The level of hCG rises rapidly and predictably in the earliest days of pregnancy,[22] typically first appearing in urine 9–10 days after conception (Figure Five).[23] The level of hCG in early pregnancy has also been found to be highly similar between women,[22] making it an ideal urinary marker for quickly and accurately assessing whether a woman is pregnant or not.
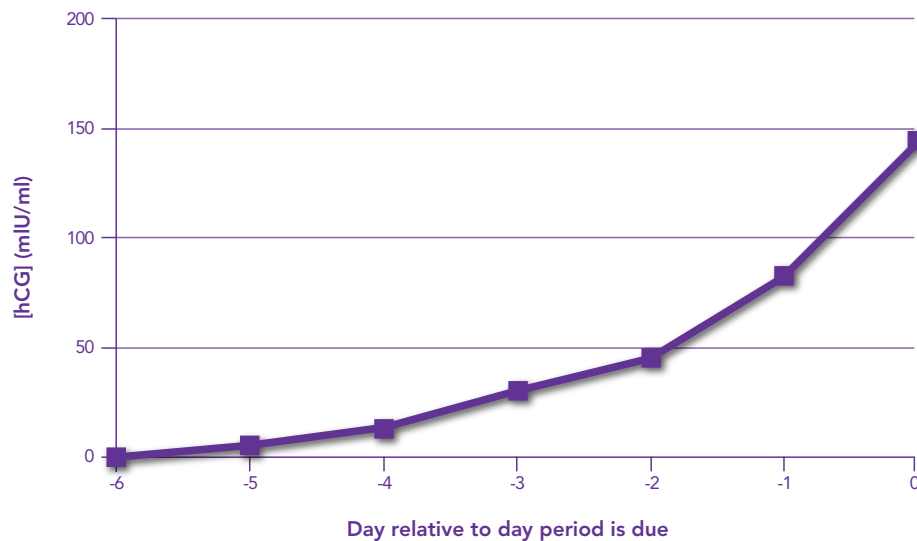

Figure Five: Mean levels of hCG on days relative to the day the period was due (n=86 women).[24] Day 0 is calculated as 15 days following LH surge.

The Clearblue Advanced Fertility Monitor accurately detects pregnancy

The Clearblue Advanced Fertility Monitor provides an accurate indication of when a woman's period is due. It calculates the due day using previous cycle information and the timing of the detection of the LH surge (LH surge plus 15 days); if this information is not available it will estimate assuming a 28-day cycle. A symbol will count down from 3 days before the period is due, to prompt the user when it is appropriate to perform a pregnancy test, and will flash without a number on the day the period is due. Testing can be performed on any day of the cycle, but tests must be conducted during the testing window that has been set by the Monitor or user.
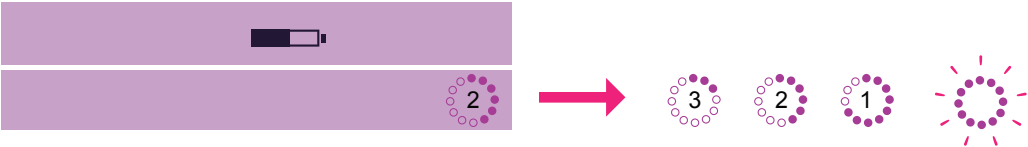
The Clearblue Advanced Fertility Monitor is over 99% accurate at detecting typical pregnancy hormone levels from the day the period is due, although hormone levels can vary.[25] The Monitor displays the test result in a clear digital format as 'Pregnant' or 'Not Pregnant', unlike traditional pregnancy tests that provide a visual 'line' result and which can be misread by many women.[26] In addition, the Monitor stores the date pregnancy tests were performed and the test results, for future reference.

Not Pregnant   Pregnant

Sensitive enough to be used up to 3 days before the period is due

Clearblue recommends that women test for pregnancy from the day that their period is due; however, the level of hCG increases rapidly in the early stages of pregnancy and the Clearblue Advanced Fertility Monitor can detect pregnancy up to 3 days before the period is due. The results of clinical testing of the Clearblue Advanced Fertility Monitor with early pregnancy urine samples are shown in Table One.

Table One: Results from clinical testing of the Clearblue Advanced Fertility Monitor with early pregnancy urine samples.[27]

Days before the period is due	1	2	3
Pregnancy detection rate, %	96	91	74

Highly accurate for all women, regardless of age

Importantly, although the Clearblue Advanced Fertility Monitor is sensitive enough to be used to up 3 days before the period is due, the proportion of 'false positive' results associated with the device is extremely low.

One hundred urine samples, from non-pregnant women, in the following age cohorts were tested for pregnancy with three batches of the Clearblue Advanced Fertility Monitor:

- 18–40 years (pre-menopausal)

- 41–55 years (peri-menopausal)

- 56–65 years (post-menopausal)

In this study, the overall specificity of the Clearblue Advanced Fertility Monitor for the detection of pregnancy was 100% (95% CI: 98.8–100%), and no false positive results were reported.[28]

Additional information can be input and stored in the Clearblue Advanced Fertility Monitor

Additional cycle information can be entered into the Clearblue Advanced Fertility Monitor by the user, such as:

- Days and levels of menstrual bleeding
- Intercourse events – this data is useful to enable the user to track whether she has been having well-timed intercourse; she can then share this information with her healthcare professional if she does not become pregnant.

All information is displayed on a monthly summary screen and six-cycle summary chart

All information recorded and input into the Clearblue Advanced Fertility Monitor is displayed on a monthly summary screen and cycle summary chart. Data for the previous six cycles can be stored and viewed. This information can then be shared with healthcare professionals for review and analysis, should the user fail to become pregnant.
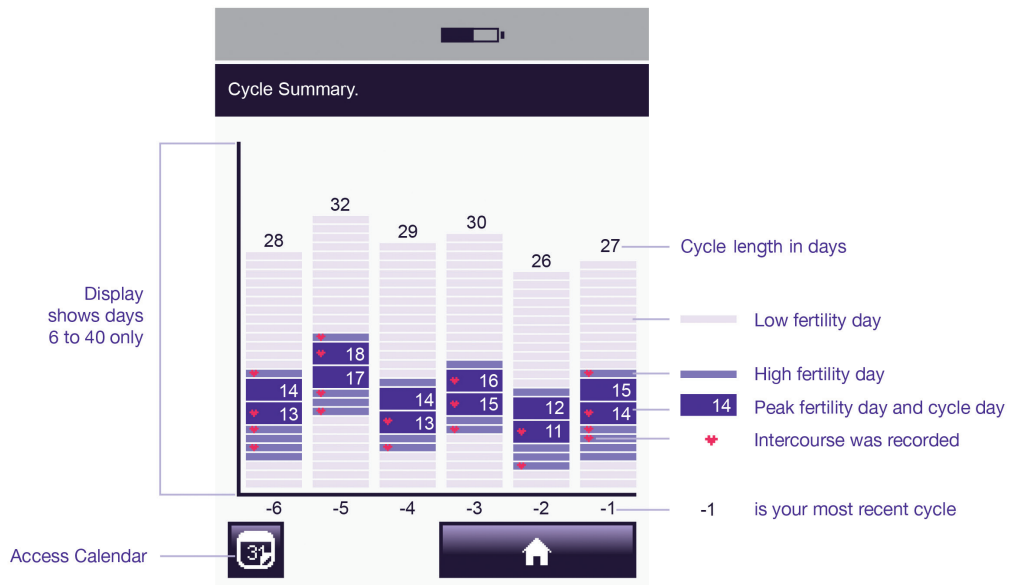
The Clearblue Advanced Fertility Monitor monthly summary screen displays the following pieces of information:

- Test days (missed, completed and required)
- Days of Peak and High fertility
- Pregnancy test results and date of testing
- Dates of intercourse and menstrual bleeding.

Example monthly summary screen and explanation of symbols

The cycle summary chart screen displays data from the previous six cycles in a graph format. It displays a summary of length of cycle and days of High and Peak fertility, together with recordings for intercourse on High and Peak days.

Example cycle summary chart

Additional user functionality

Additional user functions of the Clearblue Advanced Fertility Monitor include:

- Option to set a PIN which the user will be asked to enter each time the Monitor is switched on
- The user can set an alarm to remind them when to test:
  this symbol will be displayed in the information bar to confirm an alarm has been set.

Advantages of the Clearblue Advanced Fertility Monitor over other methods

The Clearblue Advanced Fertility Monitor has significant advantages over many other methods of aiding conception because it is designed to identify the entire fertile window.[15]

Calendar calculations are unreliable for the purpose of timing intercourse to conceive, because women's cycles are known to vary from cycle to cycle and the day of ovulation itself is therefore variable. In a study of 895 cycles from 101 women, which compared the calendar method with ovulation day calculated from the detection of urine LH surge, the calendar method was found to identify appropriate fertile days in only 35% of the cycles tested.[29] This was thought to be most likely due to the variability in cycle length, as over 60% of the cycles in the data set varied by more than 2 days. Another commonly-used method to detect ovulation is basal body temperature (BBT), but this has recognised limitations.[30–34] Use of BBT identifies ovulation after the event, so a woman uses retrospective information to predict her next ovulation. The efficacy of this method is dependent upon very regular cycles. Charting of vaginal discharge can be used effectively to identify the fertile period, although for many women the Clearblue Advanced Fertility Monitor is easier to use and through the use of innovative technology it is proven to have a positive impact on factors such as stress and anxiety for couples, which can improve their confidence that conception will happen.[35]

Ovarian follicular ultrasound by transvaginal scanning is highly accurate for identifying the approach and occurrence of ovulation, but is a costly procedure with limited availability for routine use. The Clearblue Advanced Fertility Monitor has been shown to accurately predict ovulation when compared with serum hormone measurements and vaginal ultrasound scans.[4†]

In a review of methods to time intercourse and achieve conception, the Clearblue Advanced Fertility Monitor was recommended as one of the most appropriate methods to identify the entire fertile window for the purpose of achieving pregnancy.[15]

Why recommend the Clearblue Advanced Fertility Monitor?

The Clearblue Advanced Fertility Monitor is a unique innovation in fertility management that women can use at home to increase their chances of conception.

The Monitor:
- Is shown to increase the chances of conception by 89% in the first two cycles of use[1†]
- Accurately predicts ovulation when compared with serum hormone measurements and vaginal ultrasound scans[4†]
- Is proven to detect changes in urinary levels of LH and E3G which coincide with laboratory measurements by radioimmunoassay and fluorescence immunoassay in defining the potentially fertile window[4,13†]
- Is designed to accurately detect the entire fertile window for the purpose of achieving pregnancy[19]
- Is able to help women conceive more quickly[35†]
- Provides cycle summary information to assist healthcare professionals in assessing the fertility status of the user and potentially fast-tracking them to treatment if there is an obvious problem.

For your patient, the Clearblue Advanced Fertility Monitor:

- Is a proven method to help them conceive naturally[1†]
- Is the most advanced home method of maximising the chances of conception
- Is a quick, simple and effective way to identify the most fertile days, perform pregnancy tests and record and store cycle information
- Has a new easy-to-use touch screen
- Gives an unmistakably clear indication of fertile status every day (Low, High or Peak)
- Helps to reduce the worry and uncertainty couples may experience when trying to conceive
- Works naturally, without drugs or invasive devices and procedures
- Provides a more accurate indication of more fertile days than other home methods
- Gives advance notice of peak fertility, to enable couples to plan intercourse at their convenience
- Gives notification of high fertility – those additional fertile days which precede the LH surge
- Has the ability to record days of menses and when intercourse takes place
- Provides >99% accurate pregnancy testing from the day the period is due[25]
- Can store up to six cycles of fertility information and compare the data from previous cycles on one screen
- Has usability features to improve compliance e.g. advance notice of test days at the beginning of each cycle and an alarm for test days.

Recommending the Clearblue Advanced Fertility Monitor

Suitable patients for the Clearblue Advanced Fertility Monitor

The Clearblue Advanced Fertility Monitor is ideal for women who are proactively planning pregnancy and have a natural cycle length of between 21 and 42 days. Women who have difficulty interpreting more traditional line ovulation predictor test results, or determining when to test, may find the Monitor easier to use and read.

Ensuring an effective performance

The Clearblue Advanced Fertility Monitor should not be recommended if the woman:

- Has experienced menopausal symptoms

- Is breast-feeding

- Has recently been pregnant (even if not carried to full term)

- Has impaired liver or kidney function

- Has polycystic ovary syndrome

- Is taking antibiotics containing tetracyclines

- Is undergoing treatments which will affect her cycle (e.g. hormonal contraception including emergency contraception, certain fertility treatments, hormone replacement therapy)

- Has been prescribed clomifene citrate. This may elevate estrogen levels and may result in High fertility being noted early in the cycle and more High fertility days being displayed. In some cases the Fertility Monitor may not show Peak fertility even when ovulation occurs.

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[†] Studies conducted using the Clearblue Fertility Monitor. The chemistry used to detect E3G and LH in the Clearblue Advanced Fertility Monitor and the methodology used to convert test signals to fertility status are the same as those used in the Clearblue Fertility Monitor.

Limitations of use

There are no products available that can guarantee success in achieving pregnancy. The Clearblue Advanced Fertility Monitor has been designed to assist in conception. It must NOT be used for contraception.

The Clearblue Advanced Fertility Monitor is suitable for women whose natural cycle normally lasts between 21 and 42 days. The majority of women will need 10 Test Sticks in each cycle. However, women with irregular or long cycles may have to use 20 Test Sticks each cycle in order to detect their most fertile time. Certain medical conditions and medications can adversely affect the performance of the Clearblue Advanced Fertility Monitor. Women who have menopausal symptoms, polycystic ovary syndrome, impaired liver or kidney function, are pregnant or have recently been pregnant (even if not carried to full term), may get misleading results. Similarly misleading results may be obtained by women using antibiotics containing tetracyclines, hormonal treatments (e.g. hormonal contraception, hormone replacement therapy), fertility treatments containing human chorionic gonadotrophin (hCG) or luteinising hormone (LH), or any treatment that might affect their cycle. Clomifene citrate may elevate estrogen levels and this may result in High fertility being declared early in the cycle and more High fertility days being displayed, and in some cases the Monitor may not show Peak fertility even when ovulation occurs. It is therefore recommended that women taking clomifene citrate consult their doctor for advice before using the Clearblue Advanced Fertility Monitor. Women who have recently been breast-feeding, using hormonal treatments (e.g. hormonal contraception, including emergency contraception, fertility treatments, hormone replacement therapy), or any other treatment that might affect their cycle, may wish to wait until they have at least two natural menstrual cycles in a row (each lasting 21–42 days), before using the Clearblue Advanced Fertility Monitor. Women who have recently been pregnant (even if not carried to full term) may still have hCG in their bodies. hCG can adversely affect the performance of the Clearblue Advanced Fertility Monitor. Therefore they are advised to wait until they have had at least two natural menstrual cycles in a row (each lasting 21–42 days), before using the Clearblue Advanced Fertility Monitor.

Fertility drugs containing hCG can affect the ability of the Clearblue Advanced Fertility Monitor to perform an accurate pregnancy test. These are usually given by injection, and testing too soon (within 14 days) after administration can give a false 'Pregnant' result. Ectopic pregnancy can result when the fertilised egg does not reach the uterus and continues to grow in the Fallopian tube. The production of hCG in an ectopic pregnancy may be lower than in a normal pregnancy and this may lead to a false 'Not Pregnant' result. However, other symptoms are likely to be experienced and if an ectopic pregnancy is suspected then immediate medical advice must be sought. Ovarian cysts, menopause and some very rare medical conditions can give misleading pregnancy test results. A recent pregnancy, miscarriage or termination can also give misleading results. It is possible for hCG to be found in the body for up to 3 weeks after birth and can remain in the body for up to 9 weeks after a miscarriage or termination. Whilst hCG remains in the body it is possible for a pregnancy test to detect it and show a false 'Pregnant' result. If a 'Pregnant' result is obtained and the woman later finds out that she is not pregnant then it is possible that this is due to natural loss of the pregnancy which can occur in the early stages. Women should be encouraged to discuss any unexpected pregnancy test results with their doctor.

About SPD Swiss Precision Diagnostics GmbH

SPD Swiss Precision Diagnostics GmbH is a world leader in the research, design, production and supply of advanced consumer diagnostic products. Our brands, such as Clearblue™ and Persona™, are familiar in many countries, and are trusted for their accuracy and simplicity by women keen to know more about their own reproductive health. SPD brands are acclaimed for their pioneering innovation: Clearblue was the first brand to introduce a one-step pregnancy test, a one-minute test, a urine sample indicator, digitally-displayed results and a conception indicator feature.

At SPD, we are committed to helping people make informed decisions about their health and well-being, through a continuing flow of new and inventive developments. Our research centre is at the leading edge of innovation, and is fully engaged in the development of reliable diagnostic products for better health and personal self-care.

If you are a healthcare professional and wish to contact a member of the Clearblue support team about any product in the Clearblue range, please send an email to: spdproductsupport@spdspark.com

Alternatively, you can write to us at:
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1213 Petit Lancy
Geneva
Switzerland

www.swissprecisiondiagnostics.com

The Clearblue Advanced Fertility Monitor is:

Accurate – 99% accurate in detecting the LH surge in urine and over 99% accurate at detecting pregnancy[4,25*]

Unique – provides daily fertility status by measuring two urinary hormones, LH and E3G, and tests for pregnancy

Effective – designed to detect the entire fertile window[15] to help women to conceive more quickly

Easy to use – intuitive and easy-to-use touch screen with simple to interpret digital display

Personalised – monitors individual hormone levels and adapts based on last six cycles of data**

Trustworthy – from Clearblue, the world's number one selling brand in home pregnancy and fertility tests‡

Interactive – dates of intercourse and levels of menstrual bleeding can be input and stored on the Monitor for future reference

Proven – to increase the chance of conception by 89%.[1‡‡]

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*   Over 99% accurate at detecting typical pregnancy hormone levels from the day the period is due. Note that hormone levels vary
**   If available
‡   Based on international sales in nearly 20 countries compiled using independent market research data
‡‡   In the first two cycles of use†
†   Studies conducted using the Clearblue Fertility Monitor. The chemistry used to detect E3G and LH in the Clearblue Advanced Fertility Monitor and the methodology used to convert test signals to fertility status are the same as those used in the Clearblue Fertility Monitor.

Clearblue