

Find out more



Clearblue®



Birth rates have increased for women in their early 40s since the 1980s.¹

Number of **births of women aged 40 to 44 rose by 6%** from 2021 to 2022.²

Discover Clearblue® Early Detection Pregnancy Test with **DualSense™ Technology**³

As women age, the likelihood of non-pregnancy related hCG rises, which may increase the risk of false positive when testing for pregnancy

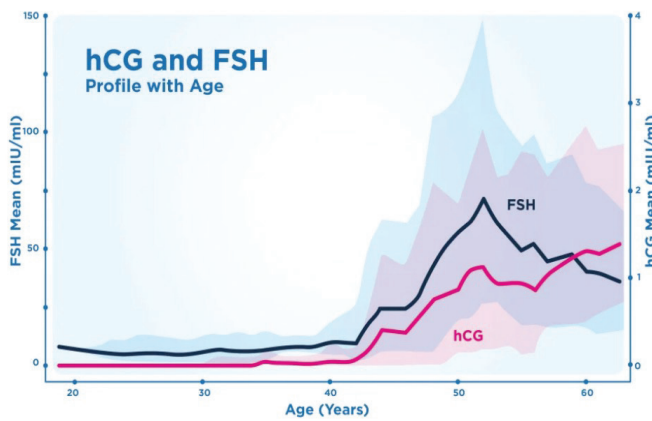


Figure 1: correlation of FSH (follicle stimulating hormone) & hCG (human chorionic gonadotropin) concentrations in urine samples from pre-, peri-, and post-menopausal women

Across much of the developed world women are waiting longer to start a family. CDC data shows the provisional **birth rate for women aged 40-44 in 2022 was 12.5 births per 1,000 women.**²

The increasing population of older women seeking to conceive will inevitably result in **more perimenopausal women using home pregnancy tests.**

Pituitary hCG is produced in conjunction with high levels of FSH (which rises in the menopause transition), hence their concentrations are highly correlated.^{4,5} **Raised hCG in perimenopausal women could potentially lead to an increase in false positive results, should these women use a high sensitivity pregnancy test.**

Clearblue® Early Detection Pregnancy Test with DualSense™ Technology – a unique FSH modulated hCG scavenger system

Highly sensitive, can be used up to 6 days before the missed period

- Test sensitivity is 10mIU/ml hCG
- 77% of pregnancies can be detected 6 days early (5 days before expected period)

DualSense™ Technology

- Utilizes the correlation between hCG and FSH levels^{4,6} to scavenge elevated hCG co-produced with FSH, in perimenopausal women, preventing it from reaching the test window and preventing false positive results in the very small number of women of non-pregnant women who may have low levels of hCG in urine

Easy to grip, ergonomically designed handle

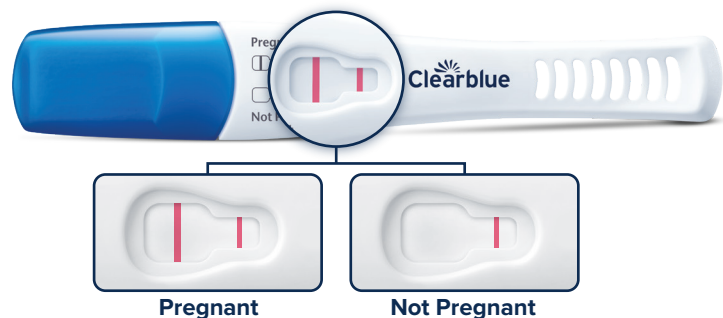
- Curved design for easy sampling
- Extra wide tip

Easy to read results

- Two lines is a pregnant result, one line is not pregnant.

Unique Floodguard™ Technology makes it easier for her to test correctly

- Designed to help reduce usage error



1. Osterman MJK, Hamilton BE, Martin JA, Driscoll AK, Valenzuela CP. Births: Final data for 2021. National Vital Statistics Reports; vol 72, no 1. Hyattsville, MD: National Center for Health Statistics. 2023. <https://www.cdc.gov/nchs/data/nvsr/nvsr72/nvsr72-01.pdf>. 2. Hamilton, B. E., Martin, J. A., & Osterman, M. J. K. (2022). Vital Statistics Rapid Release Births: Provisional Data for 2022. <https://www.cdc.gov/nchs/products/index.htm>. 3. May prevent false positives in a very small number of women. 4. Snyder JA, Haymond S, Parvin CA, Gronowski AM, Grenache DG. Diagnostic considerations in the measurement of human chorionic gonadotropin in aging women. Clin Chem. 2005 Oct;51(10):1830-5. 5. Zinaman, Michael J. MD; Johnson, Sarah PhD; Warren, Graham PhD. HCG and FSH Levels During Early Pregnancy and Reproductive Aging [24A]. Obstetrics & Gynecology 135(p: 145, May 2020. | DOI: 10.1097/01.AOG.0000663040.89933.37. 6. Gronowski AM, Fantz CR, Parvin CA, Sokoll LJ, Wiley CL, Wener MH, Grenache DG. Use of serum FSH to identify perimenopausal women with pituitary hCG. Clin Chem. 2008 Apr;54(4):652-6.