

Find out more



# Clearblue®



**As many as 82%** of women are interested in testing early for pregnancy<sup>1</sup>

**Up to 48%** do not know they can test before the missed period and **up to 53%** do not trust early results<sup>1</sup>

**Results 6 days before the missed period<sup>2</sup>** with Clearblue® Early Digital Pregnancy Test

## Early pregnancy awareness allows for timely antenatal care



Women's health and habits are crucial for a healthy pregnancy. Pre-pregnancy care helps identify modifiable risk factors, thereby promoting optimal health. However, in the USA, **about 41% of pregnancies are unintended.**<sup>3</sup>

Detecting rising hCG (human chorionic gonadotropin) levels before a missed period allows for informed health choices and timely antenatal care.<sup>4</sup> Yet, **one in four women can misread traditional line pregnancy test results,**<sup>5</sup> which can lead to confusion and delay in seeking necessary care.

## Clearblue® Early Digital Pregnancy Test gives her unmistakably clear results in words 6 days early<sup>2</sup>

### Our most sensitive digital pregnancy test

- Test sensitivity is 10mIU/ml hCG
- Over 99% accurate from 4 days before the missed period – for positive AND negative results she can trust even when testing early

### FIRST and ONLY test with a unique stop light

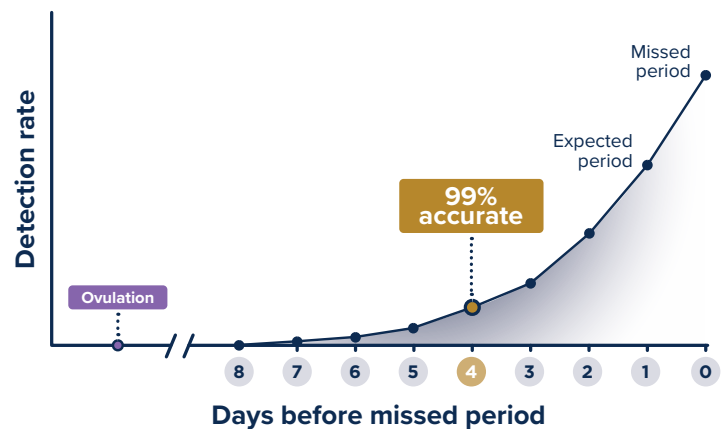
- Stop light flashes to indicate enough urine has been sampled

### Smart Countdown to results

- Smart Countdown helps reassure the user that the test is working and helps her know when her result is coming

### Easy to read

- The LCD display will show a 'Pregnant' or 'Not Pregnant' result within 5 minutes of use



1. Early testing positioning check. Interest in fast testing FR, DE, IT, SP, UK & US Jan 2016. 2. 78% of pregnant results can be detected 6 days before the missed period (5 days before your expected period). 3. Centers for Disease Control and Prevention. Unintended pregnancy. Available at: <https://www.cdc.gov/reproductive-health/hcp/unintended-pregnancy/index.html> (Last updated: May 2024). 4. Minkin MJ. Embryonic development and pregnancy test sensitivity: the importance of earlier pregnancy detection. Womens Health (Lond). (2009) 5: 657–667. 5. Tomlinson C, et al. Comparison of accuracy and certainty of results of six home pregnancy tests available over-the-counter. Curr Med Res Opin. (2008) 24: 1645–1649.