

Find out more



Clearblue®



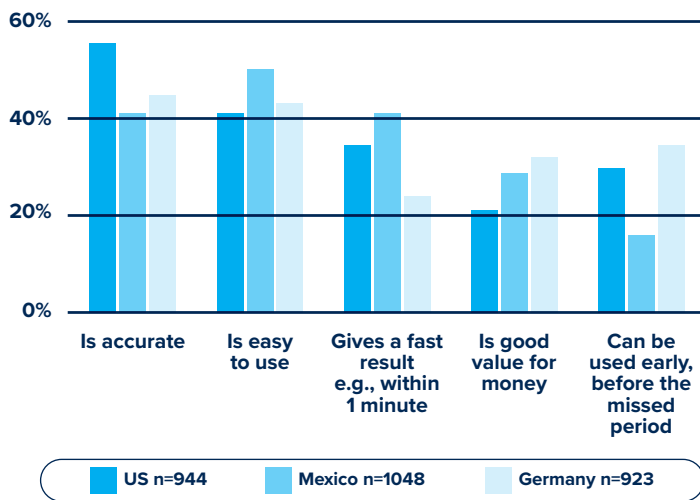
If she **thinks she might be pregnant** she wants to **know as fast as possible**

Getting a fast result is one of the top 3 drivers for a woman when choosing a pregnancy test¹

Discover Clearblue® Rapid Detection Pregnancy Test

Result as fast as 1 minute²

Key decision factors for choosing a home pregnancy test



When a woman thinks she might be pregnant, it is crucial to have a pregnancy test result she can trust, as this enables informed decisions about her health and well-being. Many women consider getting a fast result an important factor when choosing a home pregnancy test, alongside accuracy and ease of use.¹

However, the accuracy of a home test also depends on user interpretation of results and their ability to perform the test correctly.^{3,4}

In a study of 111 women in the UK using and reading different test types, 90% found the Clearblue® Rapid Detection Pregnancy Test easy to use, 91% were confident they had tested correctly, and 97% correctly interpreted the results.⁵

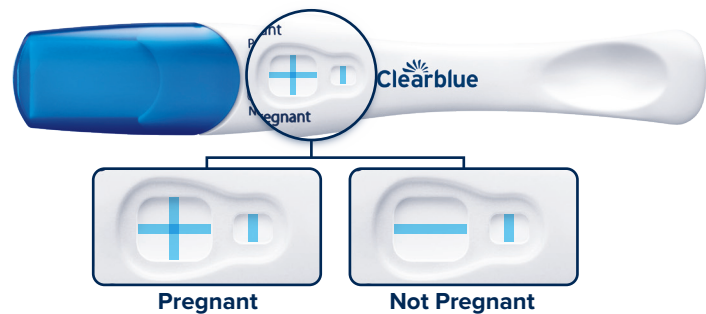
The Clearblue® Rapid Detection Pregnancy Test is over 99% accurate⁶, and may provide a 'Pregnant' result as fast as 1 minute from the day of the missed period, while a 'Not Pregnant' result is confirmed in 3 minutes.

Designed to be the easiest pregnancy testing experience, with the accuracy you expect from Clearblue® – and result as fast as 1 minute²

Clearblue® Rapid Detection Pregnancy Test:

- **Accurate** – over 99% accurate from the day of the expected period⁶
- **Fast** – result as fast as 1 minute²
- **Unique Floodguard Technology™** - makes it easier for her to test correctly. Helps reduce No.1 reported usage error by +70%
- **Clear + or – results** – large result window with easy to read plus (+) for 'Pregnant' or minus (-) results for 'Not Pregnant'

- **Easy to use** – Long ergonomically designed handle with an extra wide tip that changes colour for easy sampling
- **Award winning design** - Winner of Red Dot Design Award 2012



1. Ipsos Usage & Attitude survey (2025); US, Germany, Mexico. ; 2. A pregnant result may appear in 1 minute when testing from the day of the missed period. Wait 3 minutes to confirm a not pregnant result.; 3. Cervinski MA, Gronowski AM. Clin Chem Lab Med. 2010;48:935–42.; 4. Bastian LA, et al. Arch Fam Med. 1998;7:465–9.; 5. Pike J, Godbert S, Johnson S. Expert Opin Med Diagn. 2013;7(5):435–41.; 6. >99% accurate at detecting typical pregnancy hormone levels. Note that hormone levels vary. See insert.