

Find out more



Clearblue®

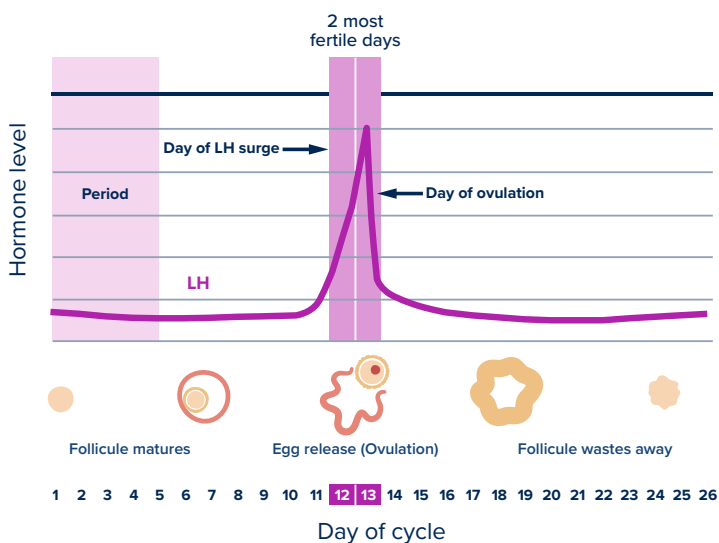
1 in 2 couples could be trying to get pregnant at the wrong time¹

Only 13% of women trying to conceive correctly estimate their ovulation day²

Maximize the chances of getting pregnant with Clearblue® Digital Ovulation Test



There are only a few days each cycle when a woman can get pregnant



There are many ways women may try to predict ovulation. One of the most popular methods today is the use of apps, which typically generate predictions based on user data such as the date of the last menstrual period, average cycle length, and often assume a standard 28-day cycle.³ However, this approach has been shown to predict ovulation with an accuracy of no better than 21%.³

In contrast, studies show that a surge in luteinizing hormone (LH) level occurs 24-36 hours prior to ovulation,⁴ and that this LH surge is an accurate and reliable marker of impending ovulation.⁵⁻⁹ The urinary LH surge pinpoints the two peak fertile days of a woman's cycle: the day before and the day of ovulation.⁷

Right timing of intercourse boosts conception success¹⁰

Clearblue® Digital Ovulation Test accurately identifies the best 2 days to get pregnant naturally

The smart algorithm adapts to a woman's own LH surge threshold

- Identifies her 2 most fertile days:
 - LH surge – this is the sudden rise in luteinizing hormone that occurs 24-36 hours before ovulation, telling her the best 2 days to try to conceive
- Adapts to her hormone profile from day 1 of testing, adjusting the threshold with each test
- Easy to read digital results
 - Digital read for greater accuracy in consumer hands¹¹
- Over 99% accurate at detecting the LH surge



1. Johnson SR, et al. Hum Reprod. 2011;26:i236.; 2. Zinaman M, et al. Curr Med Res Opin. 2012;28:1-6.; 3. Johnson S, et al. Curr Med Res Opin. 2018;34(9):1587-94.; 4. Ferreira-Poblete A. Adv Contracept. 1997;13(2-3):83-95.; 5. Corson SL. J Reprod Med. 1986;31(8 Suppl):760-3.; 6. Guida M, et al. Fertil Steril. 1999;72(5):900-4.; 7. Behre HM, et al. Hum Reprod. 2000;15(12):2478-82.; 8. Tanabe K, et al. Hum Reprod. 2001;16(8):1619-24.; 9. Guermandi E, et al. Obstet Gynecol. 2001;97(1):92-6.; 10. Gibbons T, et al. Cochrane Database Syst Rev. 2023;9:CD011345. 11. Johnson S, et al. Exp Op Med Diag(2011) 5: 467-73. HCP-0255