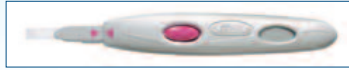


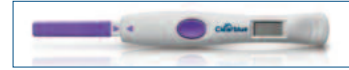
Clearblue™ Digital Ovulation Test

Pinpoints YOUR 2 most fertile days



Clearblue™ Digital Ovulation Test with Dual Hormone Indicator.

The only test that typically identifies YOUR 4 most fertile days¹



Clearblue™ Advanced Fertility Monitor

**Designed to identify ALL your fertile days
Proven to increase the chance of conception by 89%²**



What's in the Box?	Holder and disposable test sticks – 7 pack, 10 pack (1 month supply), and 20 pack (2 month supply)		Touch Screen Monitor and batteries Sold separately: 20 fertility tests and 4 pregnancy tests pack 6 pregnancy test pack
When to start testing	Depends on usual cycle length – refer to pack insert	Depends on usual cycle length – refer to pack insert If user starts testing later than indicated, she may not detect her High Fertility reliably	Fertility – only on days when requested by the monitor, and must be within pre-set testing window. 'Test Day' screen will be displayed and orange test light will flash Pregnancy – once on any day of the cycle, during the testing window. Recommend from the day the period is due, but can test up to 3 days early
What sample should be used?	Any time of the day but the same time each day Concentrated sample (at least 4 hours in the bladder)	First urine after the longest sleep Concentrated sample (at least 4 hours in the bladder)	Fertility – first urine of the day after waking up Pregnancy – if testing before the period is due, use the first urine after the longest sleep
Getting ready to test	Remove test stick from foil pouch and remove cap. Insert into holder lining up the arrows – push until it clicks into place.		Set a new cycle on day 1 of period. Set a testing window. The calendar then displays the days on which a fertility test is needed. Select the test required (Fertility/Pregnancy). Remove test from the foil pouch (Purple = Fertility, White = Pregnancy) and remove cap
Testing	The 'Test Ready' symbol will be displayed. Hold the absorbent sampler in the urine for: 5-7 seconds in the urine stream 15 seconds in a collected sample	The 'New Cycle' symbol will flash briefly <ul style="list-style-type: none"> • The first time the holder is used • If testing after seeing Peak Fertility • If a test has not been done for 3 days or more The 'Test Ready' symbol will be displayed. Hold the absorbent sampler in the urine for: 3 seconds in the urine stream 15 seconds in a collected sample	Hold the absorbent sampler in the urine for: 3 seconds in the urine stream 15 seconds in a collected sample Replace the cap over the absorbent sampler and remove any excess urine. Insert the test into the monitor and push until it clicks.

Continues on the next page.

¹ In a study of 87 women, 4 or more fertile days were identified in 80% of cycles using actual cycle length.

² Robinson J., et al. Increased pregnancy rate with use of Clearblue Easy Fertility Monitor. Fertility and Sterility, (2007) 87:329-334

³ Data on file.

Clearblue™ Digital Ovulation Test

Pinpoints YOUR 2 most fertile days



Clearblue™ Digital Ovulation Test with Dual Hormone Indicator.







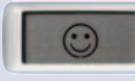

The only test that typically identifies YOUR 4 most fertile days¹



Clearblue™ Advanced Fertility Monitor

**Designed to identify ALL your fertile days
Proven to increase the chance of conception by 89%²**



<p>Wait for the result</p>	<p>Lay the test flat and wait for 3 minutes. The 'Test ready' symbol flashes to show the test is working.</p>	<p>Lay the test flat and wait for 5 minutes. The 'Test ready' symbol flashes to show the test is working.</p>	<p>When test is inserted a countdown screen appears: <i>Fertility/Pregnancy testing. Please wait...</i> Wait 5 minutes for the result. If monitor has turned off, switch it back on, remove the test and read the result.</p>
<p>Low Fertility (No LH surge)</p>	<p>There is a low chance of pregnancy if user has sex today.  Test again tomorrow. User can test again today, but should use a concentrated urine sample (at least 4 hours in the bladder)</p>	<p>There is a low chance of pregnancy if user has sex today. Test again tomorrow.  DO NOT test again today – if the user wants to test more than once a day she can only do so after she has seen her high fertility result. For High Fertility results to be reliable it is important to test only once a day using the urine after the longest sleep.</p>	<p> There is a low chance of pregnancy if user has sex today.</p>
<p>High Fertility</p>	<p>This test measures only one hormone to provide an accurate detection of peak fertility only – to detect more of the fertile window, women should use a test that measures estrogen as well (Clearblue Digital Ovulation Test with Dual Hormone Indicator or Clearblue Fertility Monitor).</p>	<p>Flashing smiley face.  There is an increased chance of pregnancy from sex on High days. Test again tomorrow. User can test again today if desired. The test will continue to show High Fertility until it detects the LH surge. Not all cycles are the same. The number of fertile days seen is personal to each woman. Every woman's cycles are unique and hormone patterns differ. It is not possible for the holder to display High Fertility on the first day of testing as the first test is used to set a baseline for estrogen.</p>	<p> There is an increased chance of pregnancy from sex on High days. The monitor will continue to show High Fertility until it detects the LH surge or until the 20th test is performed whichever happens first. The number and timing of the fertile days will vary from woman to woman and from cycle to cycle. For most women the monitor will identify between 1 and 5 days of high fertility before they reach their peak fertility.³</p>
<p>Peak Fertility (LH Surge)</p>	<p>A smiley face indicates that the LH surge has been detected.  The highest chances of pregnancy are associated with sex on the first day of the 'Surge' and the day after. No need to test again but if the user wants to, the product will allow her to.</p>	<p>A smiley face indicates that the LH surge has been detected.  The highest chances of pregnancy are associated with sex on the first day of the 'Surge' and the day after. The 'Peak Fertility' symbol will remain on the display constantly for 48 hours after it first appears. It is not possible to test again until the smiley face disappears.</p>	<p> Peak indicates the two most fertile days. The timing of peak days varies, but Peak is always displayed for 2 consecutive days.</p>
<p>Pregnancy Test Results</p>	<p>Please go to http://uk.clearblue.com/healthcare-professionals/pregnancy-tests for details of our Pregnancy Test range</p>		<p>Continues on the next page.</p>

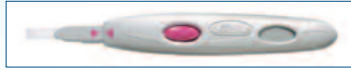
¹ In a study of 87 women, 4 or more fertile days were identified in 80% of cycles using actual cycle length.

² Robinson J., et al. Increased pregnancy rate with use of Clearblue Easy Fertility Monitor. *Fertility and Sterility*, (2007) 87:329-334

³ Data on file.

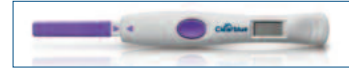
Clearblue™ Digital Ovulation Test

Pinpoints YOUR 2 most fertile days



Clearblue™ Digital Ovulation Test with Dual Hormone Indicator.

The only test that typically identifies YOUR 4 most fertile days¹



Clearblue™ Advanced Fertility Monitor

Designed to identify ALL your fertile days
Proven to increase the chance of conception by 89%²



Pregnancy Test Results



The 'Not Pregnant' screen is displayed if the user is not pregnant or if she tested too early (hormone levels not high enough). She should test again when her period is due. If she tests again on the day her period is due and the result is still 'Not pregnant' she may wish to test again in 3 days. If this test gives a 'Not Pregnant' result and she still has not had her period, she should see her doctor



A 'Pregnant' screen is displayed if the pregnancy hormone has been detected. She should see her doctor who will advise on next steps.

¹ In a study of 87 women, 4 or more fertile days were identified in 80% of cycles using actual cycle length.

² Robinson J., et al. Increased pregnancy rate with use of Clearblue Easy Fertility Monitor. *Fertility and Sterility*. (2007) 87:329-334

³ Data on file.