



clearblue DIGITAL PREGNANCY TEST



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Product Information



Even greater
Certainty –
even more
peace of mind

Clearblue Digital Pregnancy Test – Digital technology eliminates uncertainty by delivering an unmistakable result in words ‘Pregnant’ or ‘Not Pregnant’ using a Liquid Crystal Display (LCD).

As a result of extensive research, Unipath has been able to combine consumer insight with its years of industry experience to develop the world’s first ever digital pregnancy test. The new test retains all the superior characteristics of the **Clearblue** Pregnancy Test but provides the user with an exclusive combination of features to eliminate uncertainty in interpreting the result. This further strengthens **Clearblue** as the market-leading brand in women’s health diagnostics in the UK.

The test, which can be used at any time of the day, works by detecting a presence of the hormone human Chorionic Gonadotrophin (hCG) in urine. In the early stages of pregnancy the level of hCG increases rapidly, and is expected to be at a detectable level by the first day a woman’s period is due.

It is quick and easy to use, giving a result within minutes (maximum of 3 minutes but some results may appear after 1 minute). The user simply inserts the cartridge into the holder and holds the absorbent sampler in the urine stream for 5 – 7 seconds. The test ready symbol will flash on and off to show that the test is working correctly – within minutes, the LCD will show the result. This will remain on the display for a full hour before automatically switching off.

The **Clearblue** Digital Pregnancy Test eliminates the need to interpret the result by displaying the result in words, ‘Pregnant’ or ‘Not Pregnant’. The introduction of the new test now provides the user with the greatest level of certainty ever achieved with pregnancy tests.

In recent surveys, women stated that benefits of the new **Clearblue** Digital Pregnancy Test were easier to use, trustworthy, accurate and of a higher quality. In addition, women stated they would have more confidence in the results as they did not have to interpret lines¹.

The test provides women with:

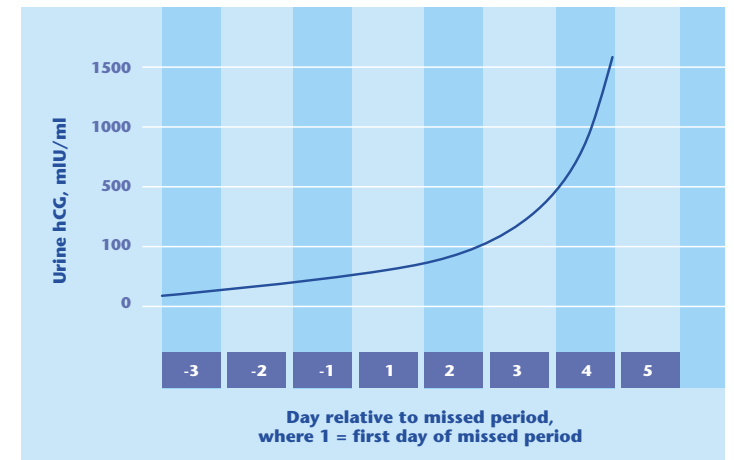
- A unmistakable ‘Pregnant’/‘Not Pregnant’ digital display in words
- Effectively detects the presence of the hormone that indicates pregnancy from the day a women’s period is due
- A ‘test ready’ symbol flashes to show the test is working
- The words ‘see leaflet’ appear in the display window if the test has not been carried out correctly
- The test can be carried out any time of day from the day the period is due
- Over 99% accurate in laboratory tests²
- Hygienic disposal of the cartridge using the Eject button
- Self timing

How Clearblue Digital Pregnancy Test works

Once ovulation has occurred the egg travels down the Fallopian tube towards the uterus. The egg survives for up to 24 hours after ovulation, during which time it can be fertilised by a sperm cell. The cells of the fertilised egg begin to multiply and at this stage the egg continues to travel along the Fallopian tube until it reaches the uterus, where it becomes implanted in the uterus lining. The fertilised egg produces the hormone hCG, which rises rapidly in early pregnancy (see chart). The detection of hCG provides a clear and reliable indication of pregnancy.

The Clearblue Digital Pregnancy Test Holder should only be used with the Cartridges provided in the same pack.

Example of the rise in hCG levels in urine



The exclusive features of the **Clearblue** Digital Pregnancy Test eradicate any misinterpretation of results by the user and therefore eliminates uncertainty.



The ‘Pregnant’ or ‘Not Pregnant’ result provides the user with greater confidence that they have read the result correctly.

Reference:

- ¹ Unipath data from research in the US, UK, Germany and Norway.
- ² **Clearblue** has been shown to be over 99% accurate when compared to a reference method in laboratory studies using urine samples supplied for pregnancy testing. Reference method used: Perkin Elmer Delfia hCG.