



Clearblue OVULATION TEST



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Product Information



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A clear step forward in home ovulation testing

Clearblue Ovulation Test – innovative technology for accurate results

As a result of extensive market research, Unipath is bringing together a number of its pregnancy and fertility home testing products under the banner of its market leading brand **clearblue**®. As well as addressing specific consumer issues, this customer focused initiative will also provide an ideal platform for further technological and product development in this increasingly important area.

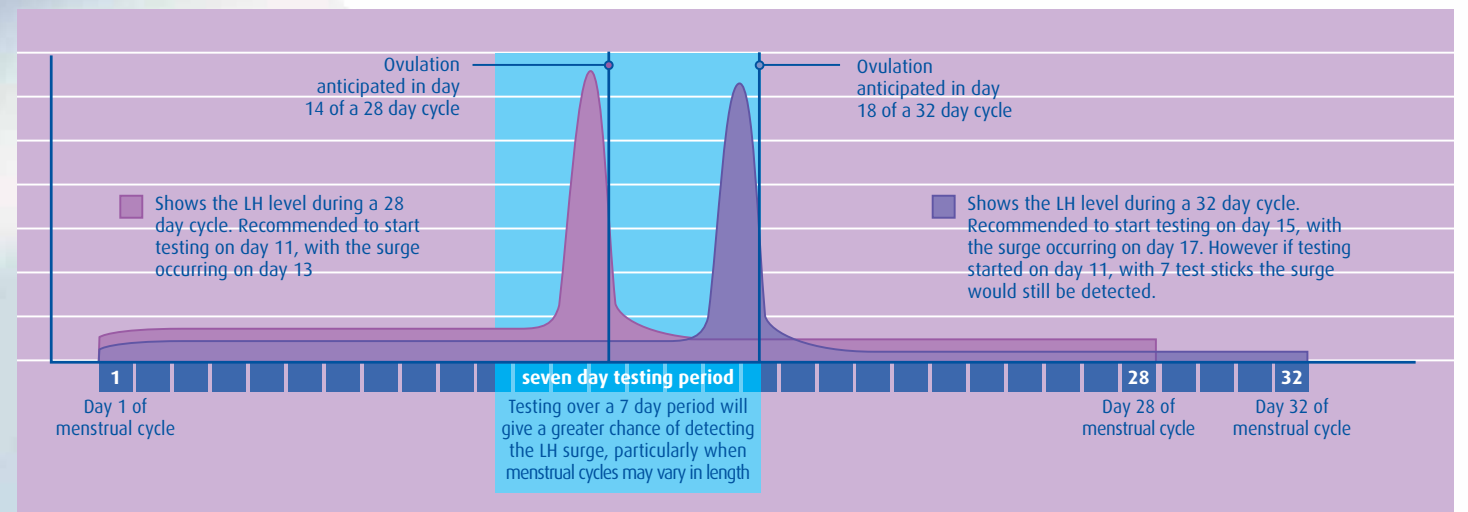
The **clearblue** Ovulation Test kit, previously branded Clearplan in the UK, will now include seven test sticks, not five, making it one of the most effective ways of detecting a woman's best 2 days to conceive.

The **clearblue** Ovulation Test kit works by detecting an increase (surge) in the level of Luteinising Hormone (LH) in the urine which occurs approximately 24-36 hours prior to ovulation. Conception is most likely to occur during the 48 hours following the LH surge.

By adding the two additional test sticks, the **clearblue** Ovulation Test kit gives users a greater chance of detecting the best time for conception. The day that the LH surge occurs varies from woman to woman and from one cycle to another. Therefore, the additional two sticks in the **clearblue** Ovulation Test kit gives users a better chance of testing on the right day.

The product is very quick and easy to use. The user simply holds the absorbent sampler in the urine stream for a few seconds. In three minutes they can read their result by comparing the strength of colour of the two lines in the result window. When the surge line is similar to or darker than the reference line the LH surge is detected.

The **clearblue** Ovulation Test has been proven in extensive laboratory studies to be 99% accurate in the detection of the LH surge prior to ovulation¹.



How Clearblue Ovulation Test works

Following menstruation, the follicle stimulating hormone (FSH) stimulates the follicles in the ovaries to mature and to secrete estrogen. When estrogen reaches a critical level it causes a rapid surge in the level of luteinising hormone (LH). This surge in the level

of LH causes the mature ovarian follicle to rupture and release an egg. This is **ovulation**. The LH surge occurs approximately 24-36 hours before ovulation. The egg can be fertilised for up to 12-24 hours after its release, therefore, detection of the LH surge identifies the 2 most fertile days during which intercourse can lead to

conception. However, as sperm are able to survive for several days, intercourse before these 2 days can also lead to conception once the egg has been released.

Clearblue Ovulation Test kit should not be used as a method of contraception.



Reference:

1. **Clearblue Ovulation Test** has been shown to be 99% accurate when compared to a reference method in laboratory studies using urine samples from 235 cycles collected from 90 women. (Unipath data on file).