Clearblue® Introduces the First and Only Ovulation Test System to Track Two Unique Hormones Now with Connectivity to a Smartphone

Release Date:
Tuesday, October 10, 2017 8:00 am EDT

Terms:
P&G Corporate Announcements  #ClearblueConnected

Dateline City:
CINCINNATI

The Clearblue® Connected Ovulation Test System is the Latest Advancement in Ovulation Testing to Help Women Get Pregnant Faster

CINCINNATI--(BUSINESS WIRE)--Clearblue®, the #1 OB-GYN-recommended ovulation brand, unveiled its newest innovation in ovulation testing that pairs the accuracy of the Clearblue® Ovulation Test, now with the convenience of an app. This new ovulation test system will help women maximize their chances of getting pregnant in a way like never before.

A recent published study found that only 9% of free apps accurately predict the best days for conception, opening a large window for error. The Clearblue® Connected Ovulation Test System provides an accurate prediction of ovulation synced to a smartphone, transforming how women can manage their reproductive health. Clearblue® Connected Ovulation actually adapts and tracks the user's personal hormone profile and is the only system that typically identifies four or more best days to get pregnant, two more days than any other ovulation brand on the market. The new Clearblue® Connected Ovulation gives women more flexibility and identifies more opportunities to get pregnant.

When it comes to tracking a woman's cycle, it is not a one-size-fits-all model. The new Clearblue® Connected Ovulation Test System is more accurate than calendar methods as it accurately identifies personal fertile days using a woman's hormone data, instead of guessing from a standardized algorithm.

“We want to give women the tools they need to understand their fertility, and with our new Clearblue® Connected Ovulation Test System and app, women can compare their cycles for a better understanding of their reproductive health, and easily share their data with their partner and healthcare professional if they wish,” said Dr. Fiona Clancy, Scientific & Medical Affairs Director, Swiss Precision Diagnostics. “The system adapts and tracks a personal hormone profile, and accurately compares to an ultrasound.”

In addition to the science underlying the accuracy of the new system, it now allows women to interact with their fertility data in a way they are already used to doing, through their smartphone.

“Let’s be honest, the whole ‘trying to get pregnant’ thing can be super stressful,” said Brooklyn Decker, actress, entrepreneur, mother and Clearblue® partner. “Timing, schedules, peak days...it’s a lot. I wanted to remove as much hassle from the process as I could. I used Clearblue® ovulation, on the recommendation of a girlfriend, to help eliminate the guess work. I’m so happy that the new Clearblue® Connected Ovulation Test System now exists so I can recommend it to anyone who wants to better understand their reproductive health.”

The Clearblue® Connected app has many unique benefits that users can take advantage of for a more fun and personalized way to try to conceive:

- Fertility tracking made easy – digital results automatically sync to user's smartphone via Bluetooth® Technology
- Ability to set personalized reminders of when to test – perfect for women's busy lifestyles
- The capability to share daily results with their partner
- Allows users to compare multiple cycles and share this information, if they wish, with a healthcare professional

“Clearblue® continues to be at the forefront of innovation with more than 30 years of ‘firsts’ in the pregnancy and ovulation testing category,” said Ryan Daly, Commercial Director of the Americas, Swiss Precision Diagnostics. “With increasing consumer expectations for easily accessible information at their fingertips, the Clearblue® Connected Ovulation Test System still provides clear, accurate digital results, but now gives women the opportunity to store and track their personal fertility data on their phone, with convenient reminders of when to test to help make the process less stressful.”

The Clearblue® Connected Ovulation Test System is now available at major retailers across the U.S. such as Walmart,
Target, Amazon and Meijer.

For more information on the new Clearblue® Connected Ovulation Test System and a how-to video, visit www.clearblueeasy.com/ovulation-tests/connected-ovulation-test-system.

How It Works

The Clearblue® Connected Ovulation Test System measures LH and estrogen hormones, which detects high and peak fertility within the fertility window. High Fertility is indicated as a flashing smiley face. Peak Fertility is displayed as a constant smiley face (no flashing) and stays on the display for 48 hours. Download the Clearblue® Connected app, suitable for iPhone® or Android™. The Clearblue® Connected app will remind users when to test, display a user’s daily test results and let the user record details about their period and when they have sex. It will also track and compare a user’s cycles, advise when the best days to try to conceive are, and recommend when to test for pregnancy.

Indications for Use

The Clearblue® Connected Ovulation Test System is an over-the-counter urine test that monitors levels of LH and estrogen, two hormones that can identify the fertile window. The test is only intended for individual use at home. It is not intended for use in a healthcare setting. This device should not be used in locations where cellular telephone and other electronic devices are prohibited, e.g. aircraft.

Always read full information on pack and package insert before use.

About Clearblue®

Clearblue® is the world’s #1-selling brand in home pregnancy and fertility testing. The Clearblue® product range is built on a strong foundation of peer-reviewed science and consumer understanding. Clearblue® products are also trusted and recommended by doctors, many of whom recognize that Clearblue® is supported by over 30 years of expertise, quality, and innovation in consumer diagnostics. Clearblue® offers a complete line of products to help a woman better understand her body’s ovulation cycle and identify peak fertility days to maximize her chances of getting pregnant. The Clearblue® family of products includes the Clearblue® Fertility Monitor, Clearblue® Advanced Digital Ovulation Test, Clearblue® Digital Ovulation Test, Clearblue® Ovulation Test, Clearblue® Digital Pregnancy Test, and Clearblue® PLUS Pregnancy Test. For more information visit www.clearblueeasy.com.

About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit http://www.pg.com for the latest news and information about P&G and its brands.

1 Using the Clearblue® Connected Ovulation Test System to identify the most fertile days can help users get pregnant faster than not using any method.
3 In a study of 87 women, 4 or more fertile days were identified in 80% of cycles using actual cycle length (2012)
5 Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Clearblue® is under license. Other trademarks and trade names are those of their respective owners.

Language:
English

Contact:
P&G Personal Health Care North America & Global Communications
Velvet Gogol Bennett, 513-634-5576
gogolbennett.vc@pg.com
or
MSL New York
Deanna Kugler, 646-500-7712
Deanna.Kugler@mslgroup.com

Ticker Slug:
Ticker: PG
Exchange: NYSE
Organization: Facebook, Clearblue on Facebook
Organization: Instagram, Clearblue on Instagram
@Clearblue

Source URL: https://news.pg.com/press-release/pg-corporate-announcements/clearblue-introduces-first-and-only-ovulation-test-