

## Press Bulletin: 7 August 2009

### Pregnant in 12 months or your money back

#### DuoFertility: Serious about getting pregnant

Cambridge, UK – August 7, 2009 – Spin-out from Cambridge University, Cambridge Temperature Concepts (CTC) is confident that DuoFertility, a state-of-the-art fertility monitor could make the difference to the 1 in 6 couples having difficulties conceiving. After excellent results from a user trial of couples with complex fertility history, the company is now making a novel offer for people who are serious about getting pregnant : Pregnant in 12 months or your money back.

An investment of £495 will bring them the latest and most precise technology in ovulation<sup>2</sup> prediction and unlimited fertility expert support for a year – if this does not result in pregnancy, the full amount will be returned. The offer is only been released in limited numbers prior to the retail launch of the product in 2010, and couples will be able to consult with the fertility advisers before any commitment at [www.duofertility.com](http://www.duofertility.com) to pre-qualify. The company welcomes any applications and expects to help people with significant conception<sup>2</sup> difficulties.

DuoFertility is undergoing a trial study amongst 100 women throughout Europe with a range of infertility conditions. DuoFertility has already helped 7 couples achieve pregnancy, on average within 3 months of trying the product, which given the previous difficulties experienced by these couples is a remarkable result. Dr Oriane Chausiaux, Chief Scientific Officer said, “We are pleased with the trials so far, and are extremely proud to have helped women to conceive with infertility problems such as polycystic ovarian syndrome (PCOS), high prolactin levels or secondary infertility. These couples had been trying for up to 3 years and with DuoFertility they conceived naturally in just a few months.” “During the trials of our device, with couples with significant histories of infertility, we are finding that they are in fact able to conceive naturally if given the right information and they try at the right time. It appears that even amongst those who have real difficulty with conception, that knowledge and identification of the fertile window<sup>2</sup> is surprisingly inaccurate.” said Dr. Shamus Husheer, CEO. “This is why we are so confident that DuoFertility can work for a much wider range of people that we had previously expected; we have found that high precision measurement coupled with an expert helping you interpret your data beats even fertility treatments costing ten times as much.”

It is its precision in measuring temperature that is the key to the success of DuoFertility. Ovulation triggers a small change in a woman’s body temperature of around half a degree which can be easily masked by normal variations in body temperature. DuoFertility automatically measures and records body temperature 20,000 times a day and can detect temperature changes with a precision measured in thousandths of a degree, with complex algorithms precisely identifying the day of ovulation on an easy-to-use display.

“Traditionally, in order to detect ovulation women would test a daily urine sample to identify hormonal changes, or to wake up very early every morning and manually measure and record their body temperature, giving only one data point for each day,” explained Dr Oriane Chausiaux. “Manual Body Basal Temperature (BBT) charting is known to be unreliable, as it is highly susceptible to user error and misinterpretation of the data, while urine testing is not suitable for many infertile women, for example when their hormone<sup>2</sup> levels are too low or too high, or cycle length is too variable.”

“Furthermore, DuoFertility increases the chances of getting pregnant naturally by reducing the amount of stress resulting from going through tests and invasive reproductive treatments. We welcome anyone waiting to undergo



DuoFertility

Advanced Fertility Monitor

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IVF to try DuoFertility in order to maximise their chances of natural conception every cycle. Before any commitment, our team of experts can help you assess if this solution would be right for you.” adds Dr Chausiaux.

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Photographs and Press backgrounders can be downloaded from our web site [www.DuoFertility.com](http://www.DuoFertility.com)