

## Press Bulletin: 24 November 2009

### **Pregnant for Christmas or your money back!**

#### **Christmas is a time for family; DuoFertility promises pregnancy by Christmas 2010**

Cambridge, UK –24 November 2009: Not sure what to buy for Christmas? A Cambridge-based company promises to get customers pregnant by Christmas 2010, or your money back. “The reason why we launched this offer is because we are confident that DuoFertility can significantly increase couples’ chances of getting pregnant,” says Dr Shamus Husheer, CEO “Many of our customers decide to buy DuoFertility as an alternative to IVF, or because they simply want to increase their chances of conceiving naturally.”

DuoFertility works by identifying the small rise in body basal temperature and other fertility clues which occur around ovulation<sup>2</sup>. It is the most convenient method of maximising your chances of getting pregnant naturally – there are no early morning wake-ups, no urine samples and no manual charting involved. It also allows couples to view their cycle data on their computer and keep a detailed fertility diary, which can be automatically reviewed by fertility experts to provide advice and identify potential issues.

“Couples just have to watch for their fertility window approaching on the egg<sup>2</sup>-shaped DuoFertility reader and plan those romantic evenings accordingly. Visitors at the recent UK Fertility Show were enthusiastic about the combination of accuracy, convenient wireless technology, and cool iPod-style, but the real differentiator from any other fertility monitor is having your personal fertility expert available on email or at the end of the phone” said Emma Yap, DuoFertility Head of Customer Care.

DuoFertility is a highly advanced female fertility monitor that predicts a woman’s fertile days up to 6 days in advance, and has been on the market since May 2009. The technology used by DuoFertility was developed by scientists from the University of Cambridge and the method used has been scientifically proven to identify the most fertile days with 99% accuracy. An investment of £495 brings the latest and most precise technology in ovulation prediction, and unlimited fertility expert support for a year – if this does not result in pregnancy, the full amount will be returned.

The Pregnant by Christmas 2010 offer expires on 25th December 2009, at [www.duofertility.com](http://www.duofertility.com)

ENDS

Press enquiries to Robin Revell at [robin.revell@temperatureconcepts.com](mailto:robin.revell@temperatureconcepts.com)

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