

## Press Bulletin: 4 November 2009

### **New study reveals women have difficulties identifying when they are most fertile**

**DuoFertility finds that one in three women trying to conceive incorrectly recognise their body's fertility signs**  
**First public demonstration of the latest advances in fertility monitoring, the DuoFertility Monitor, at the Fertility Show this week, London, 6-7 Nov**

Cambridge, UK – 4 November 2009: 1 in 6 British couples now face problems conceiving, so maximising the chances of natural conception by identifying precisely when ovulation occurs is critical. A new study by DuoFertility showed that 73% of women that are trying for a baby are tracking their ovulation to help them conceive and that of these 93% use their fertility clues as indicators of it. However, the study also revealed that over a third of women trying to conceive do not know how to recognise their body's fertility signs adequately. For this reason a new fertility monitor, DuoFertility, is to be demonstrated at the UK Fertility Show 6-7 November in London, with free fertility expert consultations to help women to better understand their bodies.

Dr Angela Bennett, a GP with a special interest in natural family planning in Cambridge, explains, "These fertility clues are commonly used by couples practicing natural family planning, who have learned how to recognise them with the help of a natural family planning teacher. However, a couple trying for a baby often doesn't feel that they have the time to learn how to identify these clues, which may result in the signs being misinterpreted." This was confirmed by the DuoFertility study which showed that 35% of the women who use fertility clues for fertility monitoring do not actually know what change in their body to look for.

The DuoFertility monitor is the only fertility device that allows women to enter their observations, and, by using the objective measurement of a continuous BBT monitoring, the monitor will use clever algorithms to decide which clues are useful *for that particular woman*, and which ones are not. The analysis of the data is tailored for each user making it a great option for couples that have irregular cycles for example. One of the users based in East of England, Marina says, "Using the DuoFertility monitor gave me the confidence in my body that I had lost after failing to get pregnant for more than 2 years for our second child. I now feel that I understand my body a lot better and I feel that this is giving my husband and I the best chance to get pregnant again."

Unfortunately, the standard procedure for couples having fertility problems is for them to try and conceive naturally for a year before they are referred by their GP to a fertility specialist. That is a long time to wait and, for women in their thirties, delays reduce the chances of successful fertilisation either by IVF or naturally. Dr Oriane Chausiaux, DuoFertility Chief Scientific Officer adds, "The DuoFertility monitor gives direct access to a team of fertility experts, available on call or email to solve any questions or concerns. We often work with a user's GP to help identify fertility issues, as our continuous monitoring can pick up and identify problems very quickly such as irregularities in the cycles, or tell if ovulation stimulation treatments are working properly. The monitor provides both the couple and the GP with objective measurements of the menstrual cycle, which are the key to increase chances of conception and early identification of potential problems."

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)