

Press Bulletin: 25 September 2009

Unique DuoFertility offer of “Pregnant in 12 months or your money back” extended

Science that helps women get pregnant the natural way

Cambridge, UK - 25 September 2009: DuoFertility extends its exclusive offer, “Pregnant in twelve months or your money back”, until Christmas 2009. The advanced DuoFertility fertility monitor is designed to help the growing number of couples who are having problems conceiving by providing them with a highly accurate indication of when to try for a baby. For many women, this window of opportunity is not always obvious as their cycles may vary considerably in length from one cycle to the next or their hormone² levels may be too variable for more traditional urine tests.

The DuoFertility monitor costs £495 which includes unlimited support from DuoFertility’s team of fertility experts and, if using this advanced fertility monitor as directed does not result in pregnancy within twelve months, customers will get their money back. The offer is available in limited numbers to couples prior to the retail launch of the product in 2010.

“The response to this offer has been tremendous,” said Dr. Shamus Husheer, DuoFertility’s CEO “which is why we have decided to extend it. We were delighted by the number of people contacting us, ranging from women who have been trying unsuccessfully for years and women who have delayed pregnancy for their careers to women for whom IVF is not available on the NHS. All these women are turning to DuoFertility because it offers a simple, natural, stress-free way to get pregnant – and the offer of our unique money-back guarantee makes it a win-win situation for them.”

“We find that most of the couples we talk to do not want to go down the IVF route until they have exhausted all other possibilities. The process is stressful and invasive with lots of tests. The DuoFertility monitor lets them take control of their fertility, providing a lifeline to many couples,” said Dr Oriane Chausiaux, DuoFertility Chief Scientific Officer.

The company has been conducting usability trials with a few dozen couples who have a wide range of fertility challenges and have been unsuccessfully trying to conceive for a number of years. DuoFertility has already helped nine of these couples achieve pregnancy, after an average of three months of using the product. It does this by automatically measuring the woman’s temperature 20,000 times a day using a tiny sensor that sticks under the arm; this provides data which is often much more accurate than a manual temperature reading taken once a day before getting up. This frequency of measurement combined with the high accuracy of the sensor enables the small increase in body temperature which coincides with ovulation² to be rapidly detected. The small change in temperature caused by the release of the egg² for some women can be as little as 0.3°C.

DuoFertility uses sophisticated technology to analyse data from previous cycles and predict the optimum time to try to conceive up to six days in advance, which is clearly shown on the display of the hand-held DuoFertility reader. This significantly reduces the stress and worry that can be important factors in preventing conception² as the whole process is automatic and closely supported via email and phone by the DuoFertility team of fertility experts.

“Using the change in body temperature to detect ovulation is well established in the scientific literature,” said Dr Chausiaux. “The problems arise when used in a domestic setting as the woman has to wake up early and manually take her temperature before she gets up. This has to then be put on a graph and interpreted – a process which gives



DuoFertility

Advanced Fertility Monitor

Cambridge Temperature Concepts

23 Science Park, Cambridge CB4 0EY

T +44 (0)1223 437007 F +44 (0)1223 437008

E info@temperatureconcepts.co.uk

one data point each day and needs the woman to correctly interpret the graph so it is fraught with the possibility of errors and misinterpretation. For many women this method works just fine but for a significant number it doesn't for a variety of reasons and for them DuoFertility provides a highly convenient, natural solution at a fraction of the cost of IVF."

ENDS

Press enquiries to Robin Revell at robin.revell@temperatureconcepts.com

Photographs and Press backgrounders can be downloaded from our web site www.DuoFertility.com