

The Great Egg Hunt- New Product Launch from First Response

Submitted by: PR4 Media

Thursday, 9 April 2009

THE GREAT EGG HUNT: FIND YOUR FERTILE DAYS WITH EASE

If chocolate eggs aren't the only eggs on your mind this Easter, First Response have a new product perfect for you. Introducing, the new 20 test value pack of Daily Ovulation Tests. No more guessing cycle days as this pack provides one month's supply and is over 99% accurate.

Pinpointing the two days when you are most likely to conceive can be a frustrating hit and miss business when you're trying for a baby, especially if you have irregular periods. But now thanks to the new FIRST RESPONSE® (<http://www.tellyoufirst.co.uk>) Daily Ovulation Test kit value pack of 20 tests for only £29.74, you can track ovulation for 20 consecutive days.

Ovulation Test kits detect the luteinising hormone (LH) surge that signifies the arrival of a woman's two most fertile days, when she is most likely to fall pregnant. But most kits only come in small packs meaning that you can get through all the testing sticks without detecting this surge- very frustrating and expensive. So FIRST RESPONSE® has launched a value pack of 20 tests so that you can test every day of your monthly cycle.

The kit takes the guesswork out of finding peak fertility days because testing begins immediately the day after your period ends and continues throughout the rest of your cycle.

The tests are over 99% accurate* at detecting the rapid increase in LH which normally occurs 24-36 hours before ovulation. You are more likely to become pregnant if you have intercourse within 24-36 hours after you detect your LH surge.

First Response offers accurate, value for money and easy-to-use products that help women get pregnant. See www.tellyoufirst.co.uk (<http://www.tellyoufirst.co.uk>) for; expert recommendations, ovulation and due date calculators and the free and confidential 'email a midwife' service and dietary advice to help optimise your chances of becoming pregnant.

Available from Boots, Superdrug, Sainsbury's and independent chemists nationwide, RRP £29.74. Press Office: For product samples, access to First Response Midwife and Nutrition experts and images please contact Caroline Atkinson: caroline@pr4.com (<http://mailto:caroline@pr4.com>), 0207 637 1237 / 07957 383070 (out of hours).

EDITORS NOTES

- The FIRST RESPONSE® product range includes the Early Result Pregnancy Tests which works by detecting the presence of the pregnancy hormone hCG 6 days earlier than the day of a woman's missed period. The amount of hCG doubles every 36-48 hours as the pregnancy progresses. The Early-Result pregnancy tests are available in 1 test and 2 tests pack and are 99% accurate.
- First Response is owned by Church & Dwight, a US based household, industrial and personal care

products company.

- Church & Dwight UK Ltd produce and market a number of toiletry and personal care products including Arm & Hammer toothpaste, Nair hair removal, Pearl Drops tooth polish, First Response family planning products, Orajel mouth pain relief and Stérimar nasal hygiene.