

Life Changing Fertility Service Set to Benefit Countless Couples

Submitted by: Lexia Media

Tuesday, 19 April 2011

Cambridge-based DuoFertility will take its moment in the spotlight tonight (Tuesday 19 April) when it publicly declares how its service can help thousands of couples conceive the baby they've long been hoping for.

Tuesday 19th April will be the company's big occasion, as millions of viewers will see them take centre stage in the BBC Two's entrepreneurial programme.

The programme, which is headed up by Dragons' Den star, Theo Paphitis, sees three famous retailers – Liberty, Boots and Habitat - throw open their doors to start up companies and designers who then have to convince buyers from the three stores they have developed an innovative product worthy of their shelf space and which will become 'the next big thing'.

Dr Shamus Husheer, inventor of DuoFertility says, 'We were delighted to be invited to participate in the programme and have the chance of benefitting from the expertise and vision of the buyers behind such iconic High Street names. Pitching our business proposition to such an influential group was daunting, but an experience not to be missed.'

Proven to be as effective as IVF*, but available at a tenth of the cost, DuoFertility is assisting hundreds of women across Europe to maximise their potential of conception through a bespoke service which is totally natural, non-invasive and drug free. Over 100 couples with significant fertility difficulties have conceived using DuoFertility, many of whom had already been through IVF and other invasive procedures.

DuoFertility works by monitoring a woman's body temperature thousands of times a day, and then identifying the most fertile days and offering women a very real opportunity of natural conception. The truly unique thing about DuoFertility is that these measurements are relayed, via the internet, to DuoFertility's medical and fertility specialists in Cambridge for individual analysis. This means that couples get the level of personal attention and care normally only associated with the most expensive Harley St clinics without leaving home.

Dr Husheer continues, 'What we now know as a result of our work is that for certain causes of infertility, DuoFertility is as effective as IVF. Timing is everything as there are only a few days every month in which conception can occur. DuoFertility solves this timing problem by predicting a woman's most-fertile days up to a week in advance – and our team of experts can help to identify any of a range of conditions that could be causing other issues.'

DuoFertility is available for £495 from www.duofertility.com, and comes with a pregnancy guarantee - the company offers a full refund to women who do not fall pregnant within 12 months from the date of purchase**.

The series runs for six weeks on Tuesday evenings, on BBC Two at 8pm.

ENDS

NOTES TO EDITORS:

* In a study of 99 patients who qualified for IVF treatment, just 6 months using DuoFertility was shown to be equally effective as a cycle of IVF. For further details and the full academic paper, visit <http://www.duofertility.com/duofertility-vs-ivf>

** DuoFertility offers a money-back pregnancy guarantee to couples who use the product as directed for 12 months and do not fall pregnant. Full terms and conditions at <http://www.duofertility.com/how-to-buy/money-back-offer>

DuoFertility is designed and marketed by a team of fertility experts at Cambridge Temperature Concepts Ltd., a privately owned company based in Cambridge, UK.

Manufactured in the UK, DuoFertility comes complete with a sensor and handheld device, and comprehensive expert support on data interpretation and guidance on achieving conception.

As a company dedicated to helping couples get pregnant naturally, we understand that giving the best possible chance to couples to achieve a pregnancy is the first step; however carrying the pregnancy to term and ensuring excellent maternal and child health is equally important.

Because natural pregnancy has significantly lower risk factors for both mother and child than many forms of assisted reproduction, DuoFertility has been designed to be easy to use and effective for couples suffering from a range of fertility conditions.

Starting a family can be one of the most stressful experiences in a couple's life, and DuoFertility is specifically designed address this with a non-invasive, easy-to-use monitor that maximises your chances of natural pregnancy.

CONTACT INFO

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