

KNOWHEN®

ADVANCED SALIVA OVULATION TEST KIT

ADVANTAGES VS URINE STRIPS

KNOWHEN® s more than an ovulation test for women, KNOWHEN®'s all about her reproductive health

- Easily identifies her **5** most fertile days if she's trying to conceive
- Allows her to make informed decisions about contraceptives if she's not trying to conceive
- Increases her awareness of ovulation issues to seek medical attention
- Companion for her life's journey — teen to menopause

| KNOWHEN® | URINE STRIPS |
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| • Identifies 5 most fertile days to conceive | • Identifies up to 4 most fertile days |
| • Test a drop of saliva | • Test MESSY urine |
| • 98.9% proven accuracy, unaffected by medication and fertility drug use | • Accuracy may be impacted by medication and fertility drug use |
| • Reusable daily for years | • Limited supply in a box — created doubt/second guessing |
| • Discreet, easy to use, convenient, attractive packaging | • Unattractive, restrictive — bathroom/ need-to-go use |
| • Includes Free Personal Fertility Monitor App for easy tracking | • No App connect4ed to device |
| • 100% safe and natural — uses saliva | • Not natural — chemicals in test |
| • No shelf expiration date | • 1-year expiration date |
| • Next generation, advanced testing device | • Outdated technology |

| URINE STRIPS MONTHLY \$28—\$200 | BASAL TEMPERATURE \$8.99+ | ORAL STRIPS MONTHLY \$22 | INTERNET KNOCK-OFFS \$27—\$70 |
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| <ul style="list-style-type: none"> • Costly & messy • Inconvenient • Ineffective for women with irregular cycles • No tracking app | <ul style="list-style-type: none"> • Charting • Inconvenient • Ineffective for women with irregular cycles • No tracking app | <ul style="list-style-type: none"> • Ineffective for women with irregular cycles • No tracking app | <ul style="list-style-type: none"> • Low quality • Unreliable • False claims • No tracking app |

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