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'Clearblue Plus' India's only US FDA approved pregnancy test kit

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Anxieties related to a missed period, dependence on a mother-in-law or husband to visit a doctor to confirm pregnancy and ignorance around conception could now be a thing of the past for women in India. Alere India has introduced internationally acclaimed Clearblue brand, a new age, in-home pregnancy test kit which gives over 99% accurate results. No test in the country is more accurate.

Clearblue Plus is the only US FDA approved pregnancy test kit available in the Indian market today and provides clear and easy reading: Plus "+" means Pregnant and Minus "-"means Not Pregnant, clearing all ambiguities associated with home pregnancy testing.

Usually home kits test are used from the day menstrual cycle starts but Clearblue can now be used up to 4 days before the period is due. The Clearblue plus pregnancy technique is quick and easy to use, and produces a result in just 3 minutes. The result window gives a clear positive result if pregnant and a clear negative result if not.

Ergonomically designed Clearblue plus pregnancy test offers a longer, curved stick with an improved grip and a wide absorbent tip for ease in targeting the urine stream. A larger result window and clearer result lines make the test even easier to read. Clinical studies with Clearblue plus pregnancy test have revealed that 56% of women received a 'Pregnant' result 4 days early, 88% of women 3 days early, 97% of women two days early and 98% of women 1 day early.

Clearblue Plus can be stored at room temperature doing away with the need for refrigeration and ensuring privacy. Also, Alere's Clearblue PLUS, is so sensitive that it can detect the pregnancy hormone HCG (human Chorionic Gonadotrophin) in urine at any time of the day. The pregnancy test can therefore be carried out at any time of the day or night, ensuring uniform results.

Alere's one-step home pregnancy kit branded, Clearblue Plus, gives users a clear and accurate (the accuracy rate is as high as 99.7 per cent) results in just three minutes. The product has been launched across the country and will be priced at Rs 100. Clearblue Plus is imported from abroad through the JV partners, SPD based in Geneva. Worldwide Clearblue Plus holds the distinction of the world's largest selling brand by volume and value. Alere is also likely to launch other products from its Clearblue portfolio in the Indian market.