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Know when you're ovulating.

Know if you're pregnant.



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**1 FIRST
RESPONSE®**

You know you're ready to welcome new life

And the more you learn about pregnancy early on, the better. **FIRST RESPONSE®** is the name women have trusted for over 25 years to help them know more, sooner. That's why we've created this guide with the knowledge you need to get started.

Before you start trying

Here's an at-a-glance list of some frequently asked questions:

Q: When should I see my healthcare professional?

A: There's no time like the present! Now is the right time to learn as much as you can. It's also a good time to develop a relationship with a healthcare professional, if you haven't already.

Q: How do I begin or continue a healthy lifestyle?

A: It's important to make sure you're eating right and exercising, and that you check with your doctor about your general health.

Q: What habits should I be aware of?

A: If you're a smoker, now is the time to quit! See your doctor for help. It's also the right time to eliminate alcohol and caffeine.

Q: Should I take prenatal vitamins?

A: Yes, take one daily. It's important to make sure your body has the vitamins and minerals you need before you conceive for early pregnancy development.

Q: Should I check my fertility potential?

A: Yes. A simple, at-home test can help you assess your ability to get pregnant and how soon you need to see a doctor.

Q: Should I chart my ovulation cycle?

A: Knowing the 2 best days to try to conceive each month with over 99% accuracy is easier than ever with an at-home daily digital ovulation test that provides unmistakable **Yes/No** results to help you get pregnant sooner.

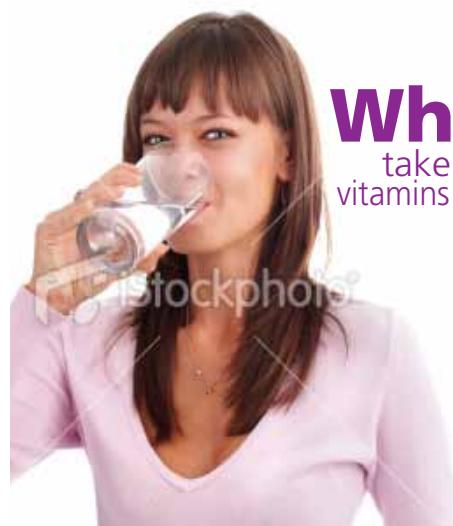
Q: How soon can I tell if I'm pregnant?

A: Your body can tell if you are pregnant before you can, and knowing the signs of early pregnancy (missed period, swollen breasts, and nausea to name a few) can help. You can also know sooner by testing 6 days before your missed period with the **FIRST RESPONSE®** Early Result Pregnancy Test.



Plan now for success

Having a plan in mind will help start on your way to a happier, healthier pregnancy today. It's never too early to take the right steps for you and your baby.



Why take vitamins now?

Babies undergo a critical period of brain and spinal development in the first two weeks of life – before you even realize you're pregnant! Starting now will ensure that your baby gets the right nutrients at the right time.

The What, Why & How of Vitamins:

- Getting enough folic acid throughout your childbearing years, even during the period when you're just trying to conceive, can help prevent some types of birth defects. These are called neural tube defects, and often develop before a woman knows she is pregnant.*

- Greater amounts of many vitamins and minerals are needed to meet the increased nutritional needs of you and your baby. You can get that added nutrition by taking high-quality prenatal vitamins.*

- A high-quality prenatal vitamin can help you get the added nutrition you and your baby need.*

- Omega-3s, DHA, and EPA can have benefits for you and your baby. DHA in particular has been linked to a healthy heart in moms, as well as improved vision and mental development and increased length of gestation for babies.*

- Iron is another nutrient you will need for making red blood cells and preventing anemia and fatigue. Some prenatal vitamins have a more tolerable form of iron to help reduce the constipation, bloating, and nausea it can sometimes cause.*

*As always, seek and follow your doctor's advice.

Your body knows... be sure to listen to it.

Getting in touch with the ins and outs of your monthly cycle can help you **focus** on getting pregnant.

It might sometimes seem like your cycle is just an inconvenience, but right now that couldn't be further from the truth! Decoding the signals from your own unique cycle can help you **reach the goal** of holding your baby in your arms.

Your cycle is unique

Cycle length and timing can vary. An "average" cycle is considered to be 28 days, but many women have shorter or longer cycles. Knowing your cycle is key to getting pregnant, and **FIRST RESPONSE®** can help you get the information you need.

If you're concerned, be sure to keep a calendar of your cycle and discuss it with your doctor.



Pregnancy is truly a whole body experience

Conception and pregnancy can have a significant impact on your mouth and your nose. Don't ignore them!

Pregnant women are at increased risk for gingivitis, so it's important to take extra good care of your teeth and gums. A product like ARM & HAMMER® Advance White® Brilliant Sparkle® Toothpaste can help you remove plaque and keep your mouth healthy.

You might not have realized that pregnant women also tend to get more stuffy noses. For drug-free relief, it's great to keep Simply Saline® nasal moisturizer on hand.

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All about you

- Your reproductive system is made up of a uterus, two ovaries, and two fallopian tubes.
- You're born with thousands of immature eggs in your ovaries, called your ovarian reserve.
- Your menstrual cycle is guided in part by two hormones: Lutenizing Hormone (LH) and Follicle Stimulating Hormone (FSH). Each month, FSH stimulates your ovaries to mature one or more eggs from the ovarian reserve.
- The maturing eggs release estrogen, causing your uterine lining to thicken in preparation for a fertilized egg.
- Your LH level will "surge" to cause the ovary to release the mature egg, also known as ovulation.
- Your most fertile time is actually before ovulation, during the initial 24-36 hours of your LH surge.
- Once the egg is released, it will travel through your fallopian tubes to your uterus. If the egg is fertilized, it will implant in the uterine lining and begin to grow – in other words, congratulations, you're pregnant!
- If the egg was not fertilized this time, hormones will signal the uterine lining to shed (as your period), and a new cycle will begin.

Your doctor

is an important resource

A visit to your doctor is one of the **steps** you can take now for a healthy baby – and a healthy you! It's good to bring a list of questions, and to make sure you have a solid knowledge of your health history.



Topics for discussion

- Menstrual cycle timing and regularity
- Past or current illnesses that might affect your ability to conceive
- Sexually transmitted diseases (you or your partner), endometriosis, and pelvic inflammatory disease (PID)
- Past miscarriages, prior pregnancies, and birth defects
- A complete medical history for you and your partner
- Prescription drugs, over-the-counter medications, alternative or herbal medicines, and vitamins you are currently taking (especially folic acid)
- Exercise and eating habits
- Current method of contraception

Other things to talk about

Request a prescription for a high-quality prenatal vitamin with folic acid and omega-3s.

Review your immune status to childhood diseases like mumps, measles, and rubella.

If you're stopping the pill and waiting before trying to conceive, ask about alternate contraceptive methods. For instance, TROJAN® offers many different varieties of condoms to choose from.



Things to do now!

If you haven't already, start good habits today!

- Quit smoking
- Eliminate alcohol
- Wean yourself from caffeine
- Do not take illegal drugs
- Start taking a prescription prenatal vitamin



Know about your fertility

Every woman's body is different. Using a simple test now can give you more information about your ability to get pregnant.

The role of Follicle Stimulating Hormone (FSH)

- Each month, one or more eggs from the ovarian reserve (all of a woman's eggs, with which she is born), matures and is released during ovulation. As eggs are released over time, the ovarian reserve decreases. This is a measure of your fertility potential.
- FSH is a hormone that signals the ovaries to mature one or more eggs for ovulation during each cycle.
- If your ovarian reserve is low in quantity or quality, your body will produce higher than normal levels of FSH early in your cycle. So, when your fertility potential is low, your FSH level may be high.
- This means that knowing your FSH level on Day 3 of your menstrual cycle can help you learn about your fertility potential.
- FSH is one of the leading single indicators of a woman's fertility potential. Now you can measure it with a simple, at-home test.



Keep in mind

Fertility is complex, and there are many reasons a woman (or her partner) could have trouble conceiving. An elevated FSH reading **DOES NOT MEAN** that you will not get pregnant. However, be sure to discuss the results with your doctor as soon as possible to determine your next steps.



FIRST RESPONSE® Fertility Test for Women

Using this test on Day 3 of your menstrual cycle can help you determine your fertility potential. It's a simple test that's similar to use to the **FIRST RESPONSE®** Ovulation Predictor Test or the **FIRST RESPONSE®** Pregnancy Test.

Hold the test stick wick in the stream of your urine for 5 seconds. One line, called the reference line, will appear to show you that the test is working. You must wait 30 minutes in order to read the result.

Normal FSH: If only the reference line appears, or a second test line appears that is lighter than the reference line, your FSH is in the normal range.

Elevated FSH: If the test line is the same color intensity or darker than the reference line, your FSH is above normal. This means you should follow up with your doctor for further testing.

Note:
If your Day 3 FSH level is within the normal range and if you are in any one of the following groups, you need to consult your physician: women under 35 years of age who have been trying to get pregnant for over 12 months; women 35 years of age or older who have been trying to get pregnant for 6 months; or women of any age who do not have menstrual periods or have irregular periods.

Know your most fertile times.

There are only about 2 days a month when you are most likely to get pregnant. It's not surprising that for about 30% of women trying, it can take a year or more to conceive! An ovulation test – like the **FIRST RESPONSE®** Digital Ovulation Test – can help you pinpoint the best days to try.

Get to know your cycle

- Every month, ovulation happens when an egg matures, leaves your ovary, and travels down one of your fallopian tubes.
- Ovulation is primarily triggered by a monthly surge in a hormone called LH, or Luteinizing Hormone. The LH level rises during the 24-36 hours before ovulation, which is referred to as an LH Surge.
- For your best chance at getting pregnant, you'll want to have intercourse within 24-36 hours after the LH Surge.
- Menstrual cycles can vary from 20-44 days long. This means the day of the month that you ovulate can vary significantly. Most women don't actually ovulate exactly at mid-cycle. With so much variation, it can be difficult for a woman to find her peak fertility.



Test early, and test consistently

The best time to start tracking your cycle is before you start trying to conceive. The **FIRST RESPONSE®** Digital Ovulation Test has a one-month supply of test sticks and a digital reader that remembers your personal LH hormone level, providing easy to read **Yes/No** results. It's important to test consistently each day so you don't miss your LH surge.



Introducing the
FIRST RESPONSE®
Digital Ovulation Test

The first and only test that knows
YOUR body

FIRST RESPONSE® Ovulation Tests are the right choice to help you get pregnant – sooner!* And now, with the innovative technology featured in our Digital Ovulation Test, it's easier than ever.

FIRST RESPONSE® Digital Ovulation Test

- It knows your body. It's the only ovulation test that actually detects your own personal LH surge.[†] It detects and tracks your personal daily baseline levels of LH, unlike other ovulation tests that use a preset "average" level to determine an LH surge.
- No guessing – unmistakable YES/NO results
- Unsurpassed accuracy – over 99% accurate
- Comes with 20 test sticks – a one-month supply
- **FIRST RESPONSE®** is the #1 pharmacist recommended ovulation test

Visit TellsYouFirst.com for a downloadable ovulation calculator to help you keep track!

*Sooner than without ovulation testing when directions for use are carefully followed.

[†]Certain medical conditions and drugs can adversely affect the reliability of this test for predicting ovulation. For details, visit us at TellsYouFirst.com.

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Know if you're pregnant

almost as soon as your body does!

Early pregnancy is a vital time for fetal development. Being able to know if you're pregnant sooner helps you get a head start on making healthy choices for yourself and your baby.

You might be pregnant if...

- You miss your period.
- You experience "morning sickness" (nausea and/or vomiting).
- You have to urinate more frequently.
- Your breasts are tender or swollen, or have raised glands in the area around the nipple.
- You see blue and pink lines under your breasts and on your abdomen.
- You have unusual food cravings.

FIRST RESPONSE® has the only test that tells you 6 days before your missed period

When you're waiting to find out if you're pregnant, one day can feel like a lifetime. Using the **FIRST RESPONSE®** Early Result Pregnancy Test means you'll know as soon as possible – no other home pregnancy test tells you sooner! The innovative technology detects lower levels of hCG (the pregnancy hormone) with unsurpassed accuracy. The more sensitive a pregnancy test is, the earlier you'll get an accurate answer.



Early pregnancy detection matters¹

The sooner you know you're pregnant, the better, because early prenatal care is important for healthy birth weight and baby survival. Finding out early gives you the knowledge you need to make healthy choices about diet and nutrition (see page 2), and limit your exposure to hazards.



With the **FIRST RESPONSE®**

Early Result Pregnancy Test,
you can test 6 days before your missed
period and find out!*

If your pregnancy test is positive

Congratulations! Now call your healthcare provider to make an appointment for an exam, and request a prenatal vitamin with folic acid and omega-3s. Visit TellsYouFirst.com to get more information and use our Due Date Calculator.

If your pregnancy test is negative

Keep trying, and don't worry – you're not alone! On average, it takes 6-8 months to conceive. Visit TellsYouFirst.com for information from doctors and reproductive health experts. If you haven't already, you can take action sooner with two simple, at-home tests. The **FIRST RESPONSE®** Fertility Test for Women helps you gauge your ability to get pregnant. And the **FIRST RESPONSE®** Digital Ovulation Test helps you find your two most fertile days with an unmistakable YES/NO result.



*Read product packaging for more information on testing early.

¹ Women's Health Journal
November '09 Publication:
Embryonic Development
and Pregnancy Test
Sensitivity.



Know what's best for

you & your baby

When you're ready to bring a baby into your life, it's especially important to take good care of yourself.

Things to remember

- Try to follow a well-balanced diet that covers all of the major food groups.
- Take a high-quality prenatal vitamin with folic acid and omega-3s.*
- Now isn't the time to start a diet program, or to lose or gain a lot of weight in a short period of time because it could affect your reproductive cycle.

Try not to stress

- In addition to being unpleasant, stress can cause irregular ovulation and disrupt your menstrual cycle, which affects your overall fertility.
- Be sure to get lots of sleep and try stress-reducers like meditation and music.

Get moderate exercise*

- Establish a moderate exercise program now, and plan to stick with it throughout your pregnancy.
- In addition to being a great stress-reducer (see above!), exercise helps you strengthen the muscles you'll need during pregnancy and delivery. It can also improve circulation, relieve common aches and pains, and control weight gain.

Stay on top of your oral health

- Hormonal changes and morning sickness can make your mouth more acidic and diminish saliva, leading to plaque build-up and not-so-fresh breath.
- "Pregnancy gingivitis" affects up to 50% of pregnant women. It's caused by plaque bacteria, which inflames the gums around the teeth.
- Choose a toothpaste with fluoride and baking soda, like ARM & HAMMER® Advance White® Brilliant Sparkle®. It has dental grade baking soda to neutralize acids and remove more plaque, even along the gumline and in between teeth. In fact, it removes up to 5X more plaque in hard-to-reach places than regular toothpaste.**

Breathe a little easier

- About 20 to 30% of pregnant women experience congestion, stemming from the increased estrogen levels and blood volume that accompany pregnancy.
- This is called "rhinitis of pregnancy" and can last from your second month all the way until delivery (or even a few weeks afterward).
- For nasal congestion relief that's simple, safe, and drug free, try ARM & HAMMER® Simply Saline®. It's made from purified salt and water, and helps relieve symptoms and moisturize the nasal passages for greater comfort.

*Most women can benefit from taking a prenatal vitamin. Seek and follow your doctor's advice.

**Data on file.



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Fertility frustrations

The rate of infertility has risen in recent years. If you are trying to build a family and it's not happening as quickly as you expected, you probably have a lot of questions. Know that you are not alone – an estimated 7.3 million people in the U.S. are having trouble conceiving.

Don't give up!

- 90% of infertility problems can be diagnosed!
- Use a **FIRST RESPONSE®** Fertility Test for Women to assess your fertility potential.
- Talk to your doctor, discuss your options, and agree on a treatment plan.
- You can find more support and information at www.resolve.org.



More information

To learn more about **FIRST RESPONSE®** products, contact our Consumer Relations Department at **1-800-367-6022** or visit us at www.TellsYouFirst.com.

Sources:

The following were used as sources of information for this brochure:

- The American College of Obstetricians & Gynecologists Guide to Preconception Care
- Infertility: Causes and Treatments
- Good Health Before Pregnancy: Preconception Care
- U.S. Food and Drug Administration: How Folate Can Help Prevent Birth Defects
- You and Your Baby: Prenatal Care, Labor and Delivery, and Postpartum Care



**Your adventure
is just beginning –
enjoy it!**



Pregnancy Resources*



Working together to promote healthy babies.

The sooner you know you're pregnant, the sooner you can start giving your baby a healthy start. **FIRST RESPONSE®** is proud to support March of Dimes®, the leading non-profit organization for pregnancy and baby health. With chapters nationwide and through its premier event, March for Babies, March of Dimes works to improve the health of babies. For the latest resources and information, visit marchofdimes.com or nacersano.org.



Working together to help build your family.

RESOLVE: The National Infertility Association provides you with compassionate support, educational resources and a voice when you are faced with pregnancy challenges. **RESOLVE** is here for you as your advocate to help you – Learn. Cope. Take Action. Visit our website at resolve.org for information to assist you at each step on your family building journey.



Working together to raise awareness of cancer-related infertility.

Did you know that cancer treatments can cause infertility? Most people don't, including cancer patients. Fertile Hope is a **LIVESTRONG** initiative dedicated to providing reproductive information, support and hope to cancer patients and survivors whose medical treatments present the risk of infertility. If you have fertility-related questions or would like more information related to the Sharing Hope financial assistance program, please complete an online intake form for the **LIVESTRONG** Survivor-Care program at LIVESTRONG.org/survivorcare or if you'd like to speak with someone directly, call **(866) 965-7205**.



Working together to increase fertility awareness.

Are you concerned about factors that may affect your ability to conceive? The makers of **FIRST RESPONSE®** have come together with Fertility LifeLines™ to provide the information and support for those experiencing challenges in getting pregnant. Fertility LifeLines™, provided by EMD Serono, Inc., offers free and confidential fertility resources that may help you through your fertility experience. Visit fertilitylifelines.com or **(866) LETS-TRY** to learn more.

*These organizations do not endorse specific products or brands.

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on any **ARM & HAMMER® Spinbrush®** childrens product

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SAVE \$1

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SAVE \$2

on any **OxiClean®** stain fighter

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Digital Ovulation Test

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Fertility Test

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