

INSIGHT

A bi-weekly guide on reproductive health innovations

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New Guide on Reproductive Health Innovations

Welcome to **INSIGHT**, a new guide on reproductive health for the medical community! Each month I will share helpful information on women's health, fertility innovations, ovulation, and health technology news. I know how important it is to you to be informed of resources and advancements to help your patients.

All the best,

Helen

Helen Denise, CEO & Founder
HiLin Life Products, Inc.

ASRM 2019 Innovative Product Technology



KNOWHEN Advanced Saliva-based Ovulation Test and Fertility Monitor App

received a great response at the recent American Society for Reproductive Medicine 2019 Scientific Congress & Expo (ASRM) in Philadelphia. The medical community was excited to see an accurate and natural chemical-free alternative to urine ovulation tests.

KNOWHEN is unique in **tracking estrogen to pinpoint when ovulation actually occurs** and not LH like urine ovulation tests do. Estrogen tracking gives a wider window of fertile days for women to conceive or avoid getting pregnant.

Here's How

The hormone estrogen links saliva patterns to a woman's fertility. As ovulation nears, estrogen increases and causes the body's sodium levels to rise increasing the salinity of a woman's saliva. Near ovulation the higher salt content causes the dried saliva to form crystallization patterns like ferns as seen under microscope. Both **saliva and cervical mucus show these ferning patterns.**

KNOWHEN's saliva-based technology is far more accurate and reliable. It takes the guesswork out of when women are ovulating and identifies a woman's **5 (five) most fertile days to conceive with 98.9% accuracy**, based on U.S. clinical studies. It's a one-time purchase used daily that lasts for years. **KNOWHEN** comes with a fertility monitor app to easily track ovulation cycles, menstrual cycles and sexual activity. Learn more at www.knowhen.com.

Knowledge is Power

"We are transforming the lives of women worldwide who want to manage their fertility and sexual health naturally. We are finally giving hope to so many women who thought they couldn't have a baby and to women who can reliably manage their sex life naturally without fear of getting pregnant before they want to."

*- Helen Denise,
Miss Ovulation*





Millennials embracing natural family planning options and fertility tracking technology

Millennials Seek Natural Solutions to Fertility Health

As the number of millennials delaying to start a family increases, so does the willingness of millennial women to embrace more natural solutions to their fertility health and wellness. They want to understand their bodies and are welcoming both information and technology around it — and they're using their smartphones to do it.

Some are using new fertility apps designed to tell a woman **when she's ovulating** and **when she should not have unprotected sex to avoid an unintended pregnancy**, such as [KNOWHEN Advanced Saliva Ovulation Test and Fertility Monitor App](#). It allows women to **live naturally and securely on her time-frame**.

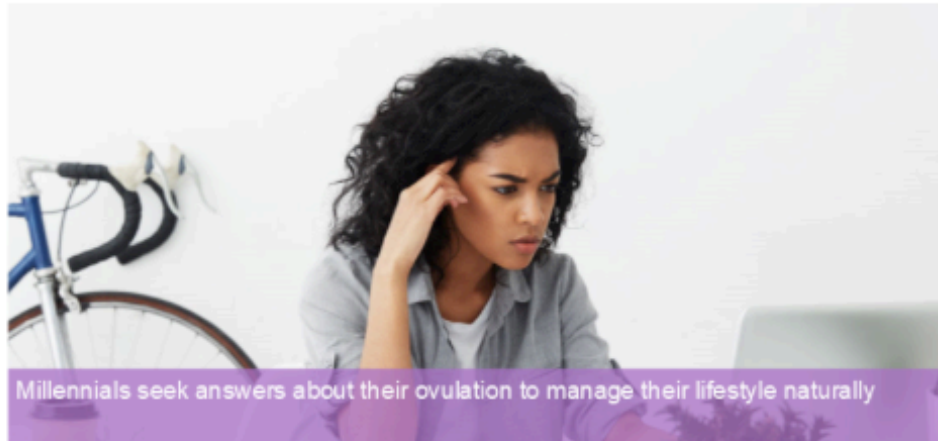
The Fertility Awareness Method, aka the **rhythm method**, is seeing a renewal. It doesn't work for all couples. Women who have regular menstrual cycles and who are very careful about when they have sex usually find it effective. If that's not your patient, this isn't going to be her best approach to contraception. This old paper and pen method of tracking ovulation is being replaced by more accurate fertility apps and natural chemical-free ovulation tests like KNOWHEN.

An estimated 18% of sexually active women ages 18 to 44 are not using contraception and are at high risk for unintended pregnancy. Fertility apps help women control their path in life without consuming chemicals or side effects.



"We've seen a growing interest in wellness and things being natural among millennials. They tend to have a broader idea of health and wellness and are reluctant to blindly follow what traditional healthcare systems tell them to do. And they are suspicious of anything like prescription medication and putting chemicals into their bodies," said Helen Denise, CEO and founder of [HiLin Life Products Inc.](#), a NJ-based medical device company and global leader in Fertility Tests and marketing research for women's reproductive health.

"These young women want to learn how their bodies work, but many don't understand their ovulation cycle. So they search online, share information in chat groups, and follow social media in an effort to take their health into their own hands. It's important for the medical community and those in women's reproductive research to give them helpful information, because each woman's cycle is unique." said Denise.



Millennials seek answers about their ovulation to manage their lifestyle naturally

Saliva Ovulation Test vs Urine Test

Understanding ovulation cycles is important to millennials and the most important step in managing their reproductive health and wellness. But which is the best type of ovulation predictor kit (OPK) to recommend to your patients? Most of the OPKs in the market fall into two categories: traditional urine strip tests and saliva fertility tests. While both types claim high accuracy, they have many obvious differences.

Urine ovulation tests predict a woman's ovulation period by utilizing chemical reactions to measure the luteinizing hormone (LH) in the urine, which surges significantly before ovulation days. Users are required to urinate in a container to do the test, which could sometimes be messy.

Saliva ovulation predictor kits allow you to observe a **ferning pattern caused by the increased estrogen level in the saliva**, which happens closer to ovulation. Users are able to see the results simply by using a fertility microscope. It's easy to use and the results are clear and accurate.

Compare for yourself. To learn more differences between the two tests, read [Is a Saliva Ovulation Kit Better Than Urine?](#) on Modern Mom.

KNOWHEN®	URINE STRIPS
• 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 connected 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

Purchase KNOWHEN for your patients



KNOWHEN® is more than the global leading saliva ovulation test. KNOWHEN® is all about a woman's reproductive health. It allows women to make informed decisions about contraceptives if she's not trying to conceive and pinpoint her chances to conceive if she wants to build a family. It increases her awareness of ovulation issues to seek medical attention. It's her companion for her life's journey — from teen to menopause.

KNOWHEN®
... THE TIME IS RIGHT



HiLin Life Products is a medical device manufacturer and maker of KNOWHEN® Advanced Saliva Ovulation Test & Fertility Monitor App, the safe, chemical-free, and leading saliva-based ovulation test empowering women with accurate tools and knowledge to take control of their fertility and reproductive health. KNOWHEN® is designed to help women more easily conceive and get back to a natural way of family planning. With a market of more than two billion women worldwide, HiLin Life Products has been creating the next generation of health products by combining scientific accuracy with a holistic natural approach. HiLin Life Products, Inc. is a globally recognized as a leader in Fertility Tests and marketing research for women's reproductive health. Don't forget to add HiLinLife.com to your address book, so I will be sure to land in your inbox. If you would not like to receive this bi-weekly guide, then just opt out please. You may unsubscribe below.

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