

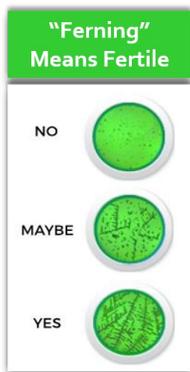
# FACT SHEET

KNOWHEN®  
... THE TIME IS RIGHT

## KNOWHEN® Advanced Saliva Ovulation Test Kit with Fertility Monitor App

Let's every woman know when she's ovulating to manage her reproductive health

**KNOWHEN®** Unlocks the Secret to Get Pregnant by showing women their exact **five (5) most fertile days** of ovulation to help women more easily conceive and get back to a natural way of family planning. The KNOWHEN® Advanced Saliva Ovulation Test Kit is a convenient, affordable and highly accurate method of tracking ovulation at home. KNOWHEN®'s proven saliva-base technology makes it **unlike traditional messy urine ovulation tests** designed to measure sudden and short-lived surges in luteinizing hormone. Urine tests are less precise, affected by fertility drugs and medications, and potentially challenging for women with irregular menstrual cycles.



The Superior Saliva-based Technology of KNOWHEN® detects the surge in estrogen which occurs before ovulation when estrogen levels surge because of the growing follicles in the ovaries. The salt content in a woman's saliva increases as well. When the saliva dries on the KNOWHEN® microscope lens, the salt crystallizes to make a pattern similar to ferns. **Ferning means fertile days of ovulation** for a woman to conceive or avoid pregnancy until she's ready to plan a family. The **KNOWHEN® Fertility Monitor App** tracks cycle results over time and provides valuable long-term information women can use to better understand their own reproductive health, as well as share with their healthcare providers.



- Amazing **98.9% accuracy** backed by **U.S. clinical studies**
- All natural. **Chemical-free**. Not affected by medications/fertility drugs
- **OB/GYN recommended**
- **The most accurate ovulation test on the market**
- Uses saliva, not urine, to quickly, accurately and naturally detect women's most fertile days
- **No messy urine strips or refills to buy**
- Kit features a mini-microscope that can be reused daily for years; user simply supplies one drop of saliva each day
- Kit also includes a free personal fertility monitoring app for easy tracking of menstrual cycle, ovulation and sexual activity
- FDA cleared
- Backed by clinical studies and proven 98.9% accurate
- OB/GYN recommended
- Safe, natural, easy-to-use and available over-the-counter
- Effective for women with irregular cycles
- Unlike most urine kits which contain a limited supply of one-use strips, the KNOWHEN kit can be reused indefinitely and there is no second guessing about when to test during the month

**MSRP \$49.99.** To purchase KNOWHEN Advanced Saliva Ovulation Test Kit, please visit [www.knowhen.com](http://www.knowhen.com).

Developed and manufactured by HiLin Life Products, a Newark, NJ-based maker of next generation medical devices combining a holistic natural approach with scientific accuracy that empowers women's health. For press information and samples, please contact Lisa Peters (lpeters@writethenllc.com) of WriteThen Marketing.

### To Use KNOWHEN®:

- Place drop of saliva on microscope lens first thing in the morning (before brushing teeth or consuming coffee)
- Allow to dry (in just a few minutes)
- View results in eyepiece
- Cover lens immediately after use
- Clean lens with included cloth before next

