

FOR IMMEDIATE RELEASE

American Pregnancy Association Endorses Fairhaven Health's OvaCue Wireless Fertility Monitor

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The American Pregnancy Association, the pregnancy education partner women have trusted for over 25 years, is endorsing Fairhaven Health's OvaCue Wireless Fertility Monitor, a fertility tracker that predicts ovulation up to seven days in advance.

"We recommend the OvaCue Wireless Fertility Monitor because it shows a woman more precisely the time of the month when she is fertile and most likely to conceive," said Lynn Handley, President of the American Pregnancy Association. "We also like that it is easy and economical to use."

Unlike costly, tedious urine-based tests, OvaCue Wireless' two reusable sensors take readings in seconds and transmit data via Bluetooth to the free companion app, OvaGraph, predicting ovulation 5–7 days in advance — far more advance notice than luteinizing-hormone tests or basal body temperature tracking provide.

"We are excited to have the American Pregnancy Association's endorsement of the OvaCue Wireless," said Suzanne Munson, Vice President of Product Development at Fairhaven Health. "We want to encourage women who are trying to conceive, or simply want to better understand their cycles, to experience the benefits of this technology."

Since 2003, Fairhaven Health has been a leading brand of science-based products for couples trying to conceive. Fairhaven Health is part of the BlueRoot Health family of companies. Learn more at fairhavenhealth.com.

About the American Pregnancy Association: a national non-profit health organization committed to promoting reproductive and pregnancy wellness through education, support, advocacy and community awareness.