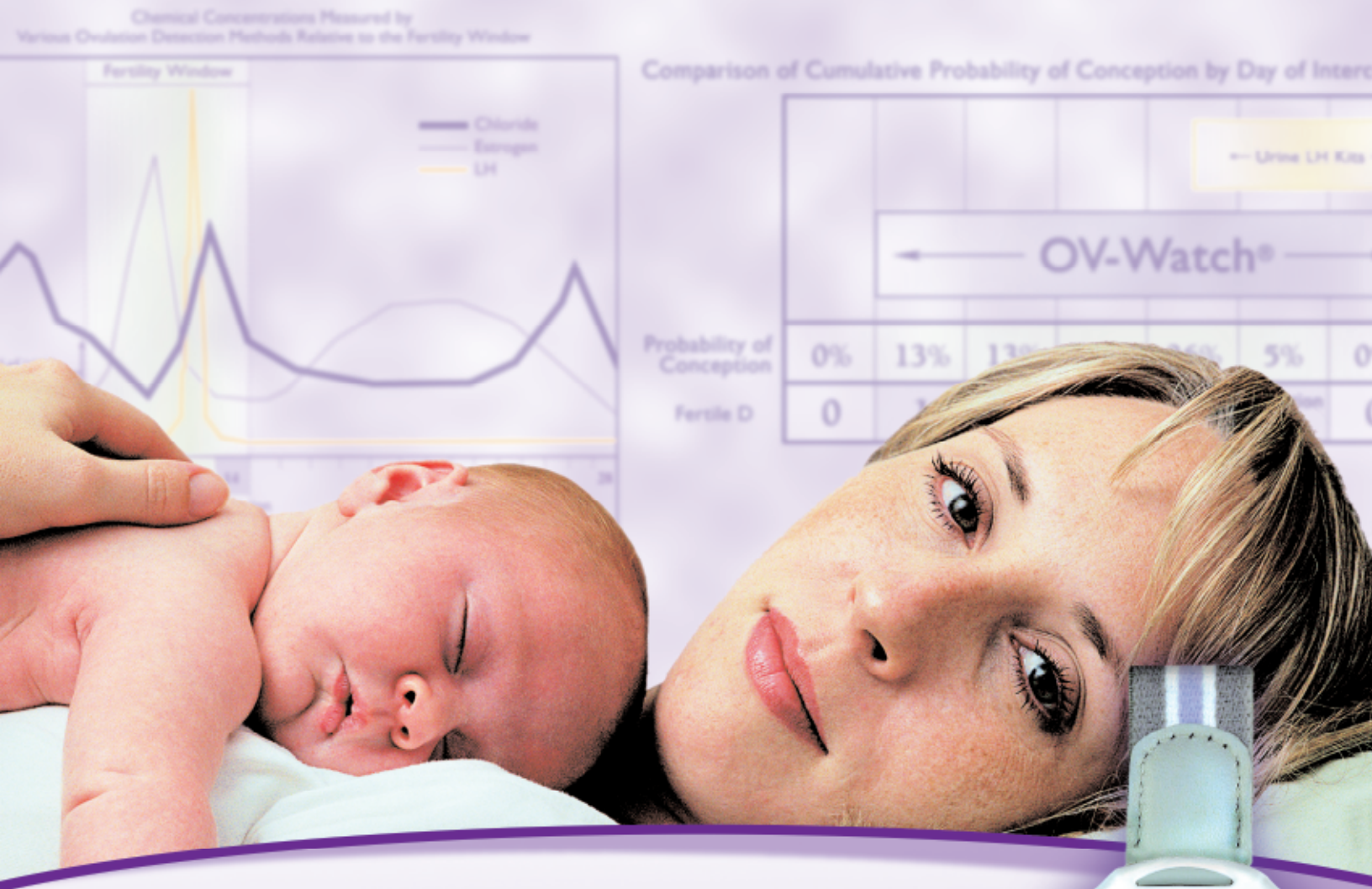


OVWatch®

FERTILITY PREDICTOR

Advanced TECHNOLOGY. Advanced NOTICE. Advanced RESULTS.

How it Works



How the OV-Watch® Fertility Predictor works to increase your chances of achieving pregnancy.

www.ovwatch.com

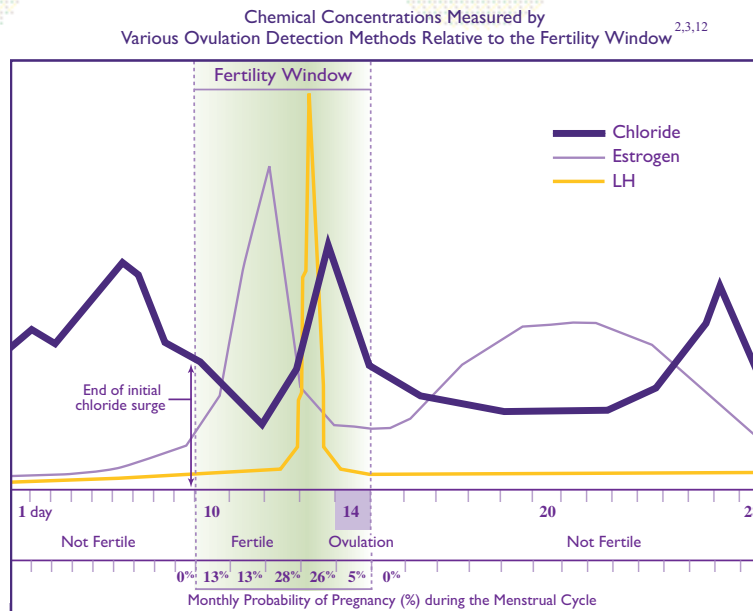


Advanced TECHNOLOGY: Scientific Basis for OV-Watch®

Researchers in the late 50s and early 60s noted that numerous salts (chloride, sodium, potassium) in a woman's sweat fluctuated in relation to the menstrual cycle. Chloride levels are low at the start of the menstrual cycle and peak three times during the cycle (see graph below). Using a patented biosensor, OV-Watch detects a baseline chloride ion level for each woman and then accurately predicts ovulation based on the timing of the first peak. The OV-Watch detects the chloride surge 3 days prior to the estrogen surge, 4 days prior to the LH surge and 5 days prior to ovulation, making it an earlier predictor of ovulation than any other chemical surge during the month. For women trying to conceive, knowing the days before ovulation not only lowers the stress level for her and her partner, but it increases her chances of getting pregnant.

Nearly 66% more pregnancies are estimated to occur by month 6 with OV-Watch over urinary LH kits.¹⁴

The graph below shows a woman's different hormonal surges on the days before she ovulates. This graph depicts a 28-day cycle, however, in any cycle length, the pattern is the same. You will notice that the chloride ion surge happens well in advance of the estrogen and the LH surge. That is how only OV-Watch can give you the entire fertility window, including those 4 crucial days before ovulation, in a wrist-mounted, easy to use device.



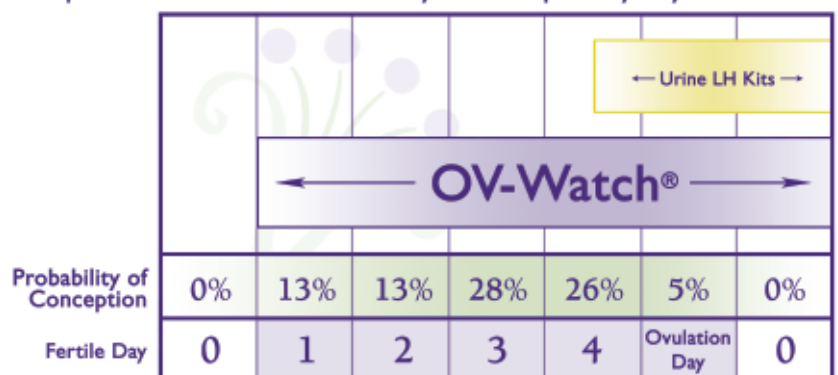
• Knowing the 4 days before ovulation leads to the highest probability of conception

The graph below depicts what a woman's probability of conception is on the days before, during, and after ovulation. It may be surprising to find that the highest probability of conception occurs with intercourse on the days before ovulation, rather than the day of ovulation itself.^{2,3}

According to a 2001 report in Statistics in Medicine, the day of ovulation holds only a 5% chance of conception, but the four days before hold a cumulative 80% chance of conceiving.³ These new findings demonstrate that a woman's highest probability of conception is on the 4-5 days before ovulation.

By maximizing your most fertile days with OV-Watch, you can increase your chances of pregnancy and get pregnant sooner.

Comparison of Cumulative Probability of Conception by Day of Intercourse^{2,3}



FDA Cleared - Clinically Proven

- **OV-Watch® is easy to use:**

OV-Watch® is worn on the woman's wrist while she sleeps. Women start wearing OV-Watch® on the 1st, 2nd, or 3rd day of their menstrual cycle and wear it through ovulation. It measures a woman's changes in her chloride ion levels that are secreted in perspiration every 30 minutes and records up to 12 readings per period. OV-Watch's patented technology detects the chloride ion surge and alerts the woman to FERTILE DAY 1, FERTILE DAY 2, FERTILE DAY 3, FERTILE DAY 4, OVULATION DAY 1, and the day after. It is the ONLY device of its kind that can give you the 4 days BEFORE ovulation. That can make all the difference when you are trying to conceive. Please see the User Reference Guide for complete instructions on "how to start your next cycle". OV-Watch can be used for this pregnancy and subsequent pregnancies, and unlike urine based products can be shared with a friend after you are pregnant.



Advanced NOTICE: OV-Watch® vs LH urine sticks

With OV-Watch's Advanced Technology, you will get Advanced Notice of ovulation.

It is a common misconception for couples trying to conceive that they should only have intercourse when the female is ovulating or shortly thereafter. It is true that the time of ovulation is when the sperm fertilizes the egg for conception; however, the day of ovulation is not the only day that is considered "fertile". According to several published medical articles, the highest probability of conception occurs with intercourse on the days prior to ovulation, rather than the day of ovulation itself.^{2,3} Most health experts believe a woman's cervical mucus is at its most fertile stage in the days before ovulation¹. And since sperm is reported to live for 6 days in the genital tract⁴, having intercourse on those four days *before* ovulation may hold a woman's highest probability of conception for that month.

OV-Watch differs from the LH urine test sticks, in that it detects the 4 crucial days before ovulation, as opposed to the LH test sticks that simply detect the LH surge that is just 12-24 hours before ovulation.

Using urine strips and charting temperature to identify when you are ovulating can be messy, inconvenient, and may lead to inaccurate results. Many researchers believe urine testing for the LH surge may miss ovulation in up to one third of women.^{10,11} Sandra Ann Carson, the President of the American Society for Reproductive Medicine is quoted as saying, "Although LH peaks accurately detect ovulation, they do not identify the pre-ovulatory fertile period. Up to two thirds of pregnancies are conceived at or prior to ovulation."⁴ Basal Body Temperature (BBT), or charting your temperature, lets you know after you have ovulated. Recent evidence shows that "no conception has ever been documented on the day after ovulation"³. In a study published in the New England Journal of Medicine, in a series of 221 patients, a total of 625 menstrual cycles were followed in which women had natural intercourse during natural cycles.¹ There were no pregnancies when intercourse occurred the day following ovulation. The unfertilized egg, only has a life span of approximately 12-17 hours, but may only be optimal for only 2-6 hours.⁵

Only OV-Watch's patented technology can find the 4 days before you ovulate in an easy to use, lightweight, wrist-mounted fertility predictor. Those 4 days do make all the difference when trying to conceive. **Why waste any more time...**

Dr. Arthur Haney, M.D., Chairman of the Department of Obstetrics and Gynecology at the University of Chicago states, ***"Couples trying to conceive using the OV-Watch® will be able to predict their ovulation date four days in advance for the first time. This allows couples to reduce the stress involved, and with intercourse on multiple days, increases their cumulative likelihood of pregnancy."***

Advanced RESULTS: For the couple trying to conceive

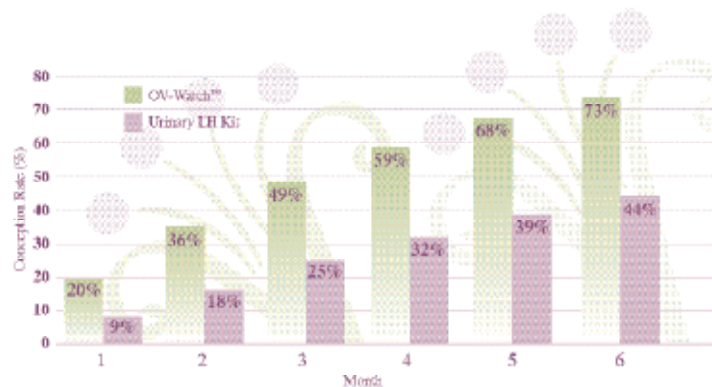
The Advanced Technology of OV-Watch helps to get you pregnant sooner. Because OV-Watch® helps women take advantage of their full fertile window, they can increase their chances of conception. By knowing more fertile days, women are also able to plan without the rush to have intercourse. This makes trying to get pregnant more natural and spontaneous.

Using OV-Watch can make trying to conceive so much easier on you and your spouse.

Inaccurate timing of ovulation can cause unnecessary stress leading to months with no success. However, proper identification of your individual fertility window may shorten the time to conception from 6 months to one month for the majority of women.^{6,7} By maximizing your most fertile days with OV-Watch, you can increase your chances of pregnancy and get pregnant sooner.

66% more pregnancies are estimated to occur with OV-Watch over LH Urine sticks by month 6.¹⁴

Estimated Cumulative Conception Rate by Month and Detection Method¹⁴



G. Wright Bates, Jr., M.D., a Reproductive Endocrinologist states,

"OV-Watch uses state of the art technology to accurately predict fertility, increasing many couple's chance of pregnancy and shortening the time it takes to conceive. Unlike older methods of ovulation detection which may be hard to interpret, or only give 12 - 24 hours warning, OV-Watch reduces the stress of couples who are trying to expand their family, by identifying a 4 or 5 day fertility window where pregnancy is possible."

OV-Watch fertility predictor is recommended by physicians.

It can be purchased at www.ovwatch.com, www.amazon.com, and www.drugstore.com.

You can also call 1-866-OVWATCH to order and to talk with an OV-Watch customer care representative.

To read some inspiring success stories of real women that have used OV-Watch, please visit our success stories pages at www.ovwatch.com

OV-Watch® is the only wristwatch-like device that uses advanced technology to identify a woman's 6 day fertility window. Experts agree that the 4 full days before ovulation hold the highest probability of conception, in part due to the 5-day lifespan of sperm in the female genital tract. OV-Watch® has been found to provide the user with notice up to four days before ovulation during which the user may have the greatest chance of becoming pregnant. There are no devices available that can guarantee success in achieving pregnancy. OV-Watch® has been designed to assist in family planning (conception). Women with regular monthly cycles lasting between 24 and 35 days are suitable candidates to use the OV-Watch® fertility predictor. Women whose menstrual cycles are anovulatory might get misleading results from this device. OV-Watch® can be programmed for use by women with a cycle from 20 days to 39 days in length. Certain personal circumstances, medical conditions, and medications can adversely affect fertility and the body's natural ability to ovulate, and may prevent pregnancy. These include menopausal symptoms, breast-feeding, impaired liver or kidney function, polycystic ovarian syndrome, and treatments that affect the menstrual cycle, like birth control pills, or any hormonal contraception. If recently pregnant, stopped breast-feeding, or recently stopped using hormonal contraception, women may wish to wait until they have had two normal monthly cycles before using the OV-Watch®. Incorrect setup or incorrect wearing of the device, or missing days of wear, may lead to erroneous or inconclusive results. **OV-Watch® is not intended for contraception and should not be used by women who are monitoring their cycles for the purpose of avoiding pregnancy.**

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Protected by one or more of the following patents and patent applications: US Patent 5,685,319 and other US patents pending, patents pending in Canada (2,240,538), and patents granted in Europe (0871402), Australia (#715,905), Mexico (216897) and New Zealand (#323,351). Patents pending in Brazil (PI 9612157-2), Japan (2003-516380) and other intellectual property rights pending around the world. OV-Watch® is a registered trademark of HealthWatchSystems, Inc. Sarasota, FL. © 2005 HealthWatchSystems, Inc. HIW-ENG-112408 Printed in the U.S.A.

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OV-Watch®
FERTILITY PREDICTOR

Advanced TECHNOLOGY. Advanced NOTICE. Advanced RESULTS.