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## Clear blue positive pregnancy test digital

Clearblue Digital Pregnancy Test with Conception Indicator is accurate as a doctor's urine test\* over 99% accurate at telling you if you're pregnant, from the day your period is due. Weeks since conception shown as 1-2, 2-3 or 3+ on screen Most accurate reading in early pregnancy - more women get a correct reading with Clearblue digital pregnancy testing than any other pregnancy test. Double confirmation of results within 3 minutes the unique smart dual sensor gives - A clear pregnant/not pregnant result. - If you're pregnant, it indicates number of weeks pregnant. How does Clearblue Digital pregnancy test work? When you are pregnant your body produces the pregnancy hormone hCG (human Chorionic Gonadotrophin). The amount of hCG in your body increases in the early stages of pregnancy. Clearblue can detect tiny amounts of this hormone in your urine. (The sensitivity of this test is 25mIU/ml). Based on the level of hCG in your urine, the Clearblue conception indicator provides an estimate of when you conceived. How accurate is Clearblue Digital Pregnancy Test in detecting pregnancy? In laboratory tests Clearblue Digital Pregnancy Tests is more than 99% accurate in detecting whether or not you are pregnant, when used from the day your period is due. If you test before your period is due and get a 'not pregnant' result, there is still a chance you may be pregnant. How accurate is the Clearblue conception indicator? The conception indicator is 92% accurate at detecting when you conceived. The estimate is based on the level of hCG in your urine. The level of hCG varies from women to women, and it is therefore possible that the conception indicator might occasionally give misleading results. The accuracy of the 'pregnant'/ 'not pregnant' result is over 99% accurate when testing from the day the period is due. If you are testing more than 6 weeks after conception the conception indicator may give unexpected results. This is because the level of hCG in the urine is too high for the test to provide an accurate estimate of the time since conception. Home Swears By Pregnancy care Our writers test and research products independently. When you buy through a link on our site we may earn a commission but this never affects our product choices. Find out more about this here. If the most important thing you're looking for in a pregnancy test is reassurance that you're taking it correctly, the Clearblue Digital Ultra Early pregnancy test offers that in spades. But is it worth the hefty price tag? MNHQ tester Tina finds out. By Tina Williams | Last updated May 14, 2025 Price on writing: £16 for two | Buy now from AmazonThe verdictThis pregnancy test offers bags of reassurance, but it comes with a hefty price tag. What we like Very clear instructionsVery strong reassurances that you're taking the test correctlyFlashing light indicates when the test has absorbed enough urine to work correctly What we don't like PriceyDoesn't show a result as fast as other cheaper testsNeed to remove the battery before disposing of the testNot environmentally friendly Key specs Price on writing: £15 for two | Results time: 1 to 5 minutes | Display method: Digital test | Number of tests: Two | Type of test: Stick test Related: Discover more of the best pregnancy tests for fast, reliable results, and find out how the Clearblue compared to other popular brands including Boots, One Step and Clear & Simple with our in-depth reviewsHow we testedI tested six of the most popular pregnancy tests to see how they compared. From budget bulk buys to the premium tests on the market, I wanted to find out which tests explained the process most clearly, how easy it was to take the test, how much reassurance you get that you're doing it correctly and how much packaging would go to landfill when the test was complete.I also timed how long it took to get a result and how easy (or not) the result was to read. But, at the time of testing I was in my second trimester of pregnancy, which probably impacted how quickly the test returned a result. Ultimately I wanted to find out if there really was a benefit to shelling out £15 for a pregnancy test, when you could spend just 20p. Read next: Looking for more maternity essentials? Check out our guides to the best pregnancy pillows, stretch mark cream and prenatal vitamins.How easy are the Clearblue Ultra Early test instructions to follow?The test comes with a small instruction leaflet with pictures. It's clearly laid out to make it as simple as possible to understand and I think that's really important when you're in the throes of trying to conceive.It really offers a lot of confidence that if the test shows a positive results you actually are pregnant, which in practice is the case for almost all tests, but this one really hammers it home in the instructions. If you're worried about taking a pregnancy test incorrectly this test pretty much does everything apart from hold your hand as you pee to reassure you that you're doing it right. -Mumsnet tester TinaHow does the Clearblue Ultra Early pregnancy test work?You can either POAS (hold the test midstream as you pee) or dip the test in a sample of collected urine. There's a spongy strip to pee on/ dip up to, but the most reassuring thing was that there is a light that flashes when enough urine has been collected. Once the test has been taken you can secure the cap and watch the countdown bar work while you wait for five minutes.How long did it take to show a result?The box says one to five minutes. My result showed up in one minute, 26 seconds. Related: Looking for a maternity wardrobe refresh? We've got you covered with our guides to the best maternity clothes, leggings, bras, underwear, compression socks and jeans.How does the Clearblue Ultra Early Pregnancy Test compare to others?This test offers all the reassurance it possibly could that you're taking the test correctly. And I can definitely see the appeal. However, the test results actually took a lot longer to come through than some of the cheaper options. It also has a battery that you need to remove before you can dispose of the test. From an environmental point of view, there's just so much plastic here and ultimately the result is as accurate as other tests on the market, and actually slower to obtain than other tests I tried.Does the test offer good value for money?At £8 per test, the one thing that's clear to me is that this is not a budget friendly option. There was a part of me that really liked the light which showed when enough urine had been collected, but I don't think it's really worth the money.Would you recommend this pregnancy test to others?For someone who's nervous about doing a test incorrectly this is probably a really good first test to take, but once you've done one pregnancy test, you kind of get the hang of it. If you're really unhappy about the idea of decoding faint lines, then this is a good option. - I really liked the reassurance offered by this test that you're taking it correctly, which is something I worried about the first time I took a pregnancy test. Having taken a few tests now, I can see that the features like the light indicator and countdown bar are actually a bit unnecessary, but if you're new to TTC and want that extra confidence, you can't really go wrong with this test.About the authorTina Williams is the Head of Editorial Content at Mumsnet where she leads a team of expert writers and editors to develop Mumsnet Swears By, the home for product reviews and buying advice, where parents test and recommend the products they love. She was previously Mumsnet's Head of Reviews and developed a comprehensive testing system to rigorously test baby essentials and new product innovations. About Mumsnet ReviewsAll Mumsnet product reviews are written by real parents after weeks of research and testing - this includes recommendations from the Mumsnet Talk boards. We work hard to provide honest and independent advice you can trust. Sometimes, we earn revenue through affiliate (click-to-buy) links in our articles. However, we never allow this to influence our coverage.All prices correct at time of publication Related topics Pregnancy care Swears By Reviews Active Watching My feed I'm on Search Share - copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt - remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution - You must give appropriate credit , provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike - If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions - You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. Home medical product brand This article may have been created or edited in return for undisclosed payments, a violation of Wikipedia's terms of use. It may require cleanup to comply with Wikipedia's content policies, particularly neutral point of view. (November 2018) Clearblue\_OwnerSPD Swiss Precision Diagnostics GmbHIntroduced1985MarketsWorldWebsitewww.clearblue.com Clearblue is a brand of Swiss Precision Diagnostics that offers consumer home diagnostic products such as pregnancy tests, ovulation tests and fertility monitors.[1][2][3] Clearblue home pregnancy test system 1985 Clearblue was introduced in 1985 with the launch of the first Clearblue Home Pregnancy Test system, which at the time was owned by Unilever.[4] It was the world's first "rapid home test" that gave pregnancy test results in 30 minutes and allowed a woman to take a test before going to the doctor.[4] The test was a three-step process using a dipstick and small tray.[4] In 1988, Clearblue launched the first one-step pregnancy test with the invention of lateral flow technology.[3][5] This one-step test gave a result in 3 minutes, subsequently reduced to a 1-minute result when Clearblue introduced the world's first one-minute home pregnancy test in 1996.[6] In 2003, Clearblue released the first digital pregnancy test to show the result in words 'Pregnant' or 'Not Pregnant' on a digital screen.[7][8] In 2008, Clearblue launched the Clearblue Digital Pregnancy Test with Conception Indicator, which sells in Europe.[9] Clearblue has also launched ovulation and fertility home diagnostic products to help women identify their fertile days and to maximize their chances of conception.[10] In 1989, Clearblue released the first one-step home ovulation test, enabling women to measure their surge in Luteinising Hormone (LH) to determine their most fertile days.[8][11] In 1999, the brand launched the world's first dual-hormone fertility monitor, which allowed women to measure estrone-3-glucuronide (estrogen) in combination with LH.[12] The company created the first digital ovulation test in 2004.[13] In 2013, the company also began offering an ovulation test with a dual hormone read, detecting both estrogen and LH. Clearblue Advanced Digital Ovulation Test In 2017, Clearblue launched the Clearblue® Connected Ovulation Test System. The Clearblue Connected Ovulation Test System connects via Bluetooth® to a users phone - it was the first test system tracking 2 hormones and connecting to the user's phone. Results are synced and displayed on a monthly calendar, cycle comparison charts. Users can also set smart reminders. Clearblue won the 2012 Red Dot Design Award in the prooort design category for its Clearblue Plus Pregnancy Test. Its ergonomic design aimed to make the test easy to use.[14] The Clearblue Digital Ovulation test was the 2011 Platinum winner in the Prima Baby Reader Awards.[15] In 2019 Clearblue's Connected Ovulation Test System won the European New Product of the Year Award by Nicholas Hall, sponsored by OTC New Products Tracker and Most Innovative New OTC Product in the UK OTC Marketing Awards 2019 Clearblue partnered with Tommy's Charity in the UK in 2018-2019 to promote the importance of preparing for pregnancy.[16] In 2019, Clearblue, in partnership with the Be My Eyes app, launched the first service of its kind for their blind and low vision users of Clearblue.[17] Clearblue was a donor to Flight for Every Mother Ltd, a humanitarian project led by Dr. Sophia Webster which aimed to improve maternal health in Africa.[18] SPD was formed in 2007 as a joint venture, between Procter & Gamble (P&G) and Alere (now a part of the Abbott group, since October 2017) to create, using its parent companies' complementary strengths, one of the world's foremost organisations in consumer diagnostics.[19] P&G is a major consumer goods company, with numerous household brands that touch the lives of millions of people every single day. Alere (a wholly owned subsidiary of Abbott) is among the world's leading providers of innovative diagnostic products, renowned for their proven reliability in the professional management of women's health and chronic and infectious disease SPD is headquartered in Geneva, Switzerland.[20] In addition to Clearblue, the company also manufactures and distributes other consumer diagnostic products. The Clearblue research and development facility - the Clearblue Innovation Center - is based in Bedford, United Kingdom, and employs over 150 people. The Research Center has conducted over 180 clinical studies involving over 300,000 clinical trial participants.[21][22] Human chorionic gonadotrophin Early pregnancy factor Birth control ~ Alexandra Sifferlin (2013-08-28). "Finally, The First Home Pregnancy Test That Tells You How Pregnant You Are". Time. Retrieved 2013-10-07. ^ {cite web there are two windows a result line and a control line, if control line doesn't show up that doesn't always mean it is inaccurate. About 98% of the time they are right. You should still get a pregnancy test the following morning or go to your local doctor. |url= |author=Deborah Kotz |date=2013-09-08 |accessdate=2013-10-07 |title=New home pregnancy test reveals how pregnant you are |publisher=Boston.com}} ~ a b Pagan Kennedy (2012-07-27). "Who Made That Home Pregnancy Test?". New York Times. Retrieved 2013-10-07. ~ a b c Geoffrey Jones; Alison Kraft (2010-06-04). "Corporate venturing: the origins of Unilever's pregnancy test". Business History. 46 (1): 100-122. doi:10.1080/00076790412331270139. S2CID 11532001. ~ Sarah Tiplady (2013). "7.3: Lateral Flow and Consumer Diagnostics". The Immunoassay Handbook. pp. 533-536. Retrieved 2013-10-17. ~ A.J. Jacobs (1997-07-18). "David Lynch Takes a Pregnancy Pause". Entertainment Weekly. 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