

Fairhaven Health Introduces BFP Brand of Pregnancy and Ovulation Tests for Trying-to-Conceive Women

Fairhaven Health, a leading supplier of fertility, pregnancy and nursing products, recently released its new BFP brand of ovulation and pregnancy tests designed specifically for trying-to-conceive women.

Bellingham, Washington ([PRWEB](#)) October 23, 2012 -- Fairhaven Health, a leading supplier of fertility products for the trying-to-conceive community, recently released its new BFP brand of ovulation and pregnancy tests. The term BFP, short for “big fat positive,” is a common expression in the online trying-to-conceive culture. The BFP Pregnancy Test is the first pregnancy test marketed specifically toward trying-to-conceive women.

“For years we’ve been providing couples with products to help them conceive,” said Ethan Lynette, Senior VP of Business Development at Fairhaven Health. “But we’ve always had to refer them elsewhere for their ovulation and pregnancy testing supplies. We decided to introduce a high-end, U.S.-manufactured pregnancy and ovulation test intended just for trying-to-conceive couples. We liked “BFP” as a brand name given how widely recognized and embraced the acronym is within the trying-to-conceive community.”

When trying-to-conceive, pinpointing ovulation – your most [fertile time](#) of the month – is particularly important. The BFP Ovulation Test from Fairhaven Health identifies your fertile window, allowing you to optimally time your lovemaking (or “babydancing,” as it’s referred to in the online TTC community).

The BFP Ovulation Test detects the rise in Luteinizing Hormone (LH) that typically occurs 24-48 hours before ovulation, with greater than 99 percent accuracy. Easy to use, the BFP Ovulation Test provides results within minutes. Once you receive a positive result on the test, plan to have intercourse over the next two days to maximize your odds of achieving pregnancy.

Once intercourse is timed appropriately and you suspect that you have achieved pregnancy, it’s time for the BFP Pregnancy Test. The [BFP Pregnancy Test](#) detects hCG, the hormone produced during pregnancy, as early as 4 days before your missed period. Boasting an accuracy level in excess of 99%, the BFP Pregnancy Test is also easy to use and provides results within minutes: one line means negative, two lines means (big fat!) positive.

About Fairhaven Health

Fairhaven Health manufactures a line of natural, doctor-designed products to promote fertility, pregnancy, and nursing health. They provide ovulation prediction tools, [natural fertility](#) supplements, prenatal vitamins and breastfeeding support products, all of which are manufactured U.S. GMP-certified and FDA regulated facilities.



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