

CLIENT: Maybe Baby  
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The advertisement features a product box and a reusable tester device. The box is white with a blue and red design. It includes a photo of a baby's face and several bullet points under the heading 'WHY maybe Baby?'. The tester device is white and cylindrical, with a black cap and a small window. The brand name 'maybe Baby' is printed on the device.

**maybe Baby**  
SALIVA OVULATION TESTER

**WHY maybe Baby?**

- Convenient - simple to use
- Can be used anywhere and anytime
- Can be used up to 10 times

**EASY AND ACCURATE**

- High accuracy (99% & 99%)
- No needles
- No mess

**REUSABLE**

- Reusable for 10 months
- No need for disposable inserts
- Reusable for 10 months

**Trying for a baby?**  
Then you'll know that finding out when you are about to ovulate is the key to maximising your chances. Maybe Baby is an ovulation tester that is reusable month after month and also gives you earlier warning that you are coming into your fertile period. It's available from pharmacies and retails for around \$79.95. For more information call 1800 788 870 or visit [www.maybebaby.com.au](http://www.maybebaby.com.au)