

CLIENT: Maybe Baby
PUBLICATION: Nursing Review
DATE PUBLISHED: February 2006
CIRCULATION: 10,799



Maybe it'll be a baby

Australian pharmaceutical company Paedpharm has relaunched Maybe Baby, the mini microscope that helps women predict when they are most likely to conceive.

Paedpharm has acquired the product from Optix, which launched Maybe Baby in the Australian market in 1999. Maybe Baby uses saliva to pinpoint when women ovulate, as a rise in oestrogen levels can be detected by examining dried saliva. After users apply a small amount of saliva to the lens and wait for it to dry, they see patterns through the viewfinder – a fern pattern indicates the time is right to try for a baby, while a pebble pattern signifies the non-fertile period.

Although Maybe Baby cannot predict the gender of the child, it does reveal ovulation time three to four days before ovulation day. Since male sperm swim faster but die sooner, and female sperm swim slower but live longer, intercourse a few days before ovulation day increases the probability of having a girl.

The product retails for around \$79.95 and is available through pharmacies nationally.

