

## PRESS RELEASE

# **New Version of Daysy, a Lifestyle Fertility Tracker, Now Available:** The new Daysy fertility tracker, along with its companion smartphone app, "DaysyView", now provides women with additional convenience and flexibility when it comes to tracking and managing their menstrual cycle

Zurich, March 2019 – Valley Electronics announced this month the availability of a new version of Daysy, a lifestyle fertility tracker. The fertility tracker now includes innovative new features such as an improved design, a rechargeable battery, and an optimized user interface. The new Daysy is also **Bluetooth®**-compatible, allowing users to more easily synchronize their data with their smartphones or tablets. Additionally, the companion app, "DaysyView", allows users to share data with partners and doctors, making it easy for women to monitor their menstrual cycle more closely.

"The number of women using fertility trackers to monitor their menstrual cycle is growing all the time. With the personal experience of 500,000 users and over three decades of research, we have consistently created digital opportunities for increased cycle and body knowledge. Thousands of women woke up this morning and took their basal body temperature with Daysy, getting that unique red, green, or yellow fertility status light," says the inventor of Daysy and Managing Director of Valley Electronics Natalie Rechberg-Egly.

The new Daysy features have been carefully optimized to address what most women today want: a natural and reliable method of observing their menstrual cycle so that they can predict, with precision and confidence, when they are likely to conceive and when they are not. The device calculates fertility based mainly on basal temperature: users must simply place the device under their tongue in the morning, entering menstruation when necessary, and Daysy's highly sensitive integrated thermometer then determines the user's fertility status and displays the results using LED lights.

Daysy is to be used to facilitate conception and track the cycle. Daysy is not a replacement for contraception.

"Our mission is to provide women with the knowledge and the tools that they need to learn more about their menstrual cycle, their fertility, and their bodies. This helps them make what are perhaps the most important decisions of their lives - getting pregnant - in an independent, self-determined way," says Natalie. "Daysy has a wide circle of loyal users and fans," she explains further, "and we are happy that 98% of users would recommend Daysy to their friends."

## **Daysy is an intelligent tool that learns as it goes and is made to suit women's daily needs – and it just got even better!**

Daysy is not just a temporary trend but rather the only scientifically approved fertility tracker on the market, with more than 30 years of research and the personal experience of more than 500,000 users.

Using an intelligent algorithm based on scientific research, long-term observation, and well-engineered technology, Daysy recognizes, analyzes, and displays the user's individual menstrual cycle. The technology-based temperature method Daysy uses is a highly reliable method for fertility tracking.

Valley Electronics' latest version of Daysy now complements the existing strengths of the original product and its proven track record with a range of new features. Synchronization has been improved with the implementation of **Bluetooth®** technology, while a more robust housing includes a rechargeable battery (via microUSB cable) and an easy-to-use activation button that looks and feels much like those of smartphones. Users can now even edit menstruation for previous days directly on their Daysy. "Every step of innovation has the feedback of our customers at its foundation. They are the roots of our family tree. We pioneered the field of Femtech, but our users led the way!" says Natalie.

## **Analyze your data digitally with the "DaysyView" app**

Thanks to the "DaysyView" app, users can now make Daysy smartphone-compatible, enabling a range of new digital possibilities to increase users' understanding of their own cycles and bodies.

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The data Daysy collects can be automatically shared with mobile devices using the **Bluetooth®** interface, making the "DaysyView" app "a kind of window into the inner workings of Daysy, revealing all of the readings and calculations made by the device," explains Natalie. The new app features a more intuitive design and allows users to input information about the consistency of their cervical mucus, another sign used to determine the fertile window. "More knowledge. More freedom. Daysy is the tool. The app is the bigger display of your data," says Natalie.

If you have any questions about Daysy or would like further information about how to order your Daysy, please write to [info@eu.daysy.me](mailto:info@eu.daysy.me)

## About Daysy

- ♥ As a medical device and lifestyle fertility tracker, Daysy allows women with the desire for a health-conscious lifestyle to monitor their individual menstrual cycle and determine their fertile and infertile phases in natural harmony with their body. Daysy is a reliable and scientifically supported fertility tracking method that allows women to accurately differentiate their fertile phases from their infertile phases based on a sensitive basal body temperature measurement. The method is easy and reliable.

## About Valley Electronics

- ♥ Valley Electronics AG, founded in 1986 and based in Zurich, Switzerland, is an international research-based medical technology company with a long track record of developing and distributing fertility trackers. Thanks to this accumulated knowledge, Valley Electronics has been able to manufacture and bring to market reliable, precise, and user-friendly technology for natural family planning. Located in Switzerland, Germany, and the USA, Valley Electronics, together with its affiliated companies, is active in more than 40 countries.

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## About FABM

♥ The term “fertility awareness-based methods” (FABMs) refers to different ways of determining the fertile and infertile phases of the menstrual cycle and can be used to facilitate conception.

All fertility awareness-based methods rely on women understanding and recognizing their menstrual cycle and how it affects their fertility. The fertile and infertile days in a woman’s cycle are defined using natural physiological signs, and FABMs provide couples with the exact information they need in order to identify the days in each cycle when the woman is most likely to conceive. There are various methods. In order for FABMs to be effective, a prior period of practice and continuity in observing the monthly cycle is required. By regularly using fertility tracking tools such as the medical device Daysy, women can achieve an extremely high level of precision with regard to their knowledge of their menstrual cycle. The rise in popularity of FABMs is a response to women’s growing need to regain a feel for and trust in the signals their bodies provide.

## #Loveyourbody – More awareness of your own body

♥ Love has many facets, but above all, it is about dedication, care, consideration, trust, and closeness. If you love your body, you respect it, learn about it, pay attention to the signals it sends, and learn to trust it. Daysy aims to help women do just that by strengthening their awareness of their own bodies. Daysy enables women to monitor their cycle and to determine their fertile and infertile phases in a wholly natural way in sync with their bodies.

**#loveyourbody**

**#yourbodyknowsbest**

**#listentoyourbody**

**#letyourbodydecide**

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## Meet the newest member of our fertility tracker family! Daysy 2.0

The new version of Daysy, a lifestyle fertility tracker, was made available March 4, 2019. Even easier to use than its predecessors and featuring a range of helpful extras, the new Daysy offers a **Bluetooth®** interface for women to sync and share their data using the DaysyView app.

**Daysy is available for 299 € at [eu.daysy.me](https://eu.daysy.me)**