

Superdrug Launches World's First Saliva Pregnancy Test
Superdrug to stock Salistick™ instore and online at Superdrug.com

With an estimated 12.5 million pregnancy tests used in the UK in 2022¹, Superdrug is launching the first ever saliva pregnancy test, Salistick™, to offer customers greater choice and a more accessible method of pregnancy self testing. Salistick™ offers high accuracy for early pregnancy detection utilising its revolutionary and patented saliva technology, which allows saliva to be used as a sample rather than the traditional urine tests.

Salistick™ creates a more convenient way of testing anywhere, anytime, and allows for the experience to be shared with a partner and loved ones. The testing process is simple, saliva is pooled in the mouth before the collection swab is inserted to gather the sample, then wait until the indicator changes colour. Results can be read between 5 to 15 minutes but may show up as early as 3 minutes. It's recommended to use the pregnancy test one day after a missed period, or two days after the expected day of your period, to ensure hCG levels (the pregnancy hormone detected by pregnancy tests) are adequate.

Caris Newson, Healthcare Director at Superdrug, comments "At Superdrug we are proud to launch the first ever oral pregnancy test on the market. This new format expands our offering of convenient and accessible testing and care. The first at-home urine pregnancy test was launched nearly 50 years ago² and until now there haven't been many advancements in this category. We are proud to help our customers by bringing them this new, innovative product."

Chris Yates, CEO at Abingdon Health plc, comments "We are delighted to announce the launch of Salistick™ and the roll-out of the Salistick™ product initially across 400 Superdrug stores and online at Superdrug.com. This novel technology provides women with an enhanced user-experience; offering the ability to test anywhere, anytime, and for the testing experience to be shared with a partner and other loved ones."

The Salistick™ is available in 400 Superdrug and online at Superdrug.com. RRP £9.99.

ENDS

For further information please contact superdrug@itsmaven.com

¹<https://www.dailymail.co.uk/sciencetech/article-11039493/Eco-pregnancy-test-99-PAPER-promises-cut-plastic-waste-used-tests.html>

² The first at-home urine pregnancy tests were available in 1976 [History of the Home Pregnancy Test - The Atlantic](#)