



## Ava Announces More Than 1,000 Babies Born to Users of Company's Fertility Tracking Bracelet

*"Ava Babies" milestone reached at two-year anniversary of product launch*

SAN FRANCISCO & ZURICH --- July 25, 2018 - [Ava](#), a medical technology company focused on innovations in women's reproductive health, today confirmed that more than 1,000 women from around the world have successfully given birth after using the company's popular cycle tracking [Ava bracelet](#) to help them conceive.

Since Ava's official consumer launch in July 2016, more than 10,000 pregnancies overall have been documented among bracelet users, with an average of 25 new pregnancies reported daily. The [first Ava baby](#), Jace McGee, born in St. George, Utah, was announced in August 2017, and the company's [first "celebrity Ava baby," Emerson Tolbert](#) (daughter of "The Bachelor/Bachelor in Paradise" stars Jade & Tanner Tolbert) was born last fall.

"We started this company and created Ava with a vision of building a product that would empower women via data and technology to use insights from their monthly cycle to improve their reproductive health and well-being. The fact that the Ava bracelet has helped so many women and couples realize their dreams of starting a family is exciting, and incredible proof that we're on the way to achieving that vision," said Ava Co-Founder Lea von Bidder. "There really is no more meaningful metric to Ava's success than the real-life pregnancies and babies among our users."

Kate Campbell, 32, a former teacher in Nashville, is one of the women who credits Ava for helping her become a mom to son Canaan James, born on April 27th, 2018: "I always thought it was so easy to get pregnant. Turns out, it really isn't that simple! Before using Ava, I was missing my window each month by an entire week," said Campbell, who started using the Ava bracelet at the end of April 2017 and got pregnant at the beginning of August 2017 after tracking three full cycles.

*(Photos of Campbell and her son, Canaan, along with other other Ava babies and moms and high-res images of the Ava bracelet and app, can be found [HERE](#).)*

### About Ava

Founded in Switzerland in 2014 by industry leaders in wearable technology, women's health, and data science, Ava is a medical technology company dedicated to bringing innovation to women's reproductive health. The Ava bracelet, which received The Bump "Best of Baby Tech CES 2017" award for fertility and pregnancy and the *Women's Health* "Editors' Choice" award, is the company's first consumer product. Ava uses sensor technology, clinical research, and data science to precisely monitor a woman's menstrual cycle or pregnancy in real time. The company



is also conducting clinical studies to adapt and expand its algorithms for use as a non-hormonal contraceptive device. Backed by USD42.3M in venture funding, Ava has operations in Zurich and San Francisco.

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