Pregnancy Test Popular Culture - Advertisements

Popular Culture: Advertisements

> *The e.p.t In-Home Early Pregnancy Test is a private little revolution any woman can easily buy at her drugstore...Now its high accuracy rate has been verified here in America by doctors...That means you can confidently do this easy pregnancy test yourself—privately—right at home without waiting for appointments or delays...At last early knowledge of pregnancy belongs easily and accurately to us all.*
>
> - *-print advertisement for e.p.t, March 1978.*

Advertisements for home pregnancy tests appeared in most American women's magazines beginning in 1978. Seemingly aimed at white, middle class women, both married and unmarried, the advertisements appeared in the fashionable Vogue and Mademoiselle alongside articles about movie stars and advertisements for birth control, and in McCall's and Ladies' Home Journal amidst recipes and advertisements for baby food. At the cost of $10.00 the test kit was affordable for many, certainly, but not cheap. Today, most tests come in sets of two for well under twenty dollars.

Advertisement for ACU-TEST, Mademoiselle, December 1978

The emphasis in the early advertisements wavered between an emphasis on science and a more emotional appeal. The first e.p.t advertisement, for example, featured eight paragraphs of text, a diagram showing the use of the dropper and test tube, and a photograph of the kit itself, showing test tubes suspended in a plastic container. Conversely, the ACU-TEST advertisement from the same year showed a woman's face under the phrase "I wonder if I'm pregnant." Biting her fingernail and looking pensively off camera, the woman embodied the ambivalence that often accompanied this new technology.

In many ways, a pregnancy test is difficult to market. The term “hCG” sounds foreign and the phrase “urine stream” is difficult to sugar coat. The test is so intimate that most advertisements focus on its accuracy or the short time frame to know the answer rather than on the meaning of the results. In the history of healthcare tests, the pregnancy test is unique in that—unlike blood tests for most diseases—a negative result can be cause for celebration for some, despair for others. With a pregnancy test, the reaction to the results is complex and depends on many personal factors.

Advertisement for e.p.t, Vogue, March 1978.

Whether a woman wants to be pregnant or not, she can now find out whether she is with startling accuracy, ease, and speed unimaginable to previous generations. Though her mother may not even have taken a pregnancy test, today, a woman can find out if she is pregnant four days before a missed period. A private little revolution, indeed.

Below are some early pregnancy test advertisements.

Advertisement for e.p.t, Vogue, March 1978

e.p.t, 1978. *"At last, an accurate early pregnancy test that women can do at home quickly, safely and very easily."*

Pregnant? The sooner you know, the better.

Introducing Predictor. The in-home pregnancy test method with the highest proven rate of accuracy. The only test used in 3000 hospitals and 9 million laboratory tests.

Doctors agree. The sooner you know whether you're pregnant, the better. New Predictor gives you a scientific answer in your home in two hours. If you're pregnant, you can take health precautions for proper fetal development during those critical first 60 days.

Compare:	PREDICTOR	other
Safe	yes	yes
Fast (in-home)	yes	yes
Used in 9 million laboratory tests	yes	no
Highest proven rate of accuracy*	yes	no
Used in U.S. hospitals	yes	no

Predictor is proven. It's the only in-home test used in over 9 million laboratory tests and over 3,000 U.S. hospitals.

Predictor is accurate. Highest accuracy of any test you can buy.* Thousands of clinical tests confirmed a 98.9% accuracy. Patients at home achieved virtually identical results.

Predictor is fast. You'll *know* in 2 hours, as early as 9 days after your expected menstruation. That's when HCG (the pregnancy hormone) becomes detectable.

Predictor is easy as A.B.C. (See left). Put a measured amount of your first morning urine in the test tube (A). Add vial contents and shake (B). Let stand 2 hours. A brown ring forms *if* you are pregnant (C). No ring, no pregnancy.

Predictor is safe. Only a urine specimen is required. No drugs or injections. (The cost? Less than a doctor and laboratory charge.)

Predictor protects you. If the test is positive, see your doctor. Early detection is important. (Cigarettes, inadequate nutrition, even some household medications could be harmful.)

A negative reading means menstruation should start soon. (Check Predictor's package booklet.)

Remember: *No other test you can buy has the scientific and professional credentials of Predictor.*

*Based on product labeling

You owe yourself nothing less than Predictor.

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Advertisement for Predictor, Ladies' Home Journal, February 1978.

Predictor, 1978. *"Pregnant? The sooner you know, the better."*

Pregnant? Compare in-home tests. You'll choose Predictor.

See the Predictor difference . . . read the accuracy labelling of Predictor and e.p.t. And Predictor's method has been used in thousands of hospitals and over 9 million laboratory tests.

You owe yourself nothing less than Predictor. The chart to the right shows you why.

Predictor is accurate. Thousands of clinical tests confirmed a 98.9% accuracy rate. Patients at home achieved virtually identical results. Don't settle for anything less than Predictor's accuracy. (See the chart.)

Predictor is proven. Predictor is the in-home test method used in over 9 million laboratory tests and thousands of U.S. hospitals. Since 1970, Predictor has told millions of women whether they were pregnant or not.

Compare:	PREDICTOR	e.p.t.
Higher in-home accuracy (per labelling)	yes	no
Used in U.S. hospitals	yes	no
Used in 9 million laboratory tests	yes	no
Safe	yes	yes
Fast (in-home)	yes	yes

Predictor is fast. You'll *know* in 2 hours, as early as 9 days after your expected menstruation. That's when HCG (the pregnancy hormone) becomes detectable.

Predictor is easy as A.B.C. (See left). Put a measured amount of your first morning urine in the test tube (A). Add vial contents and shake (B). Let stand 2 hours. A brown ring forms *if* you are pregnant (C). *No* ring, no pregnancy.

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Remember: *No other test you can buy has the scientific and professional credentials of Predictor.*

You owe yourself nothing less than Predictor.

Advertisement for Predictor, Mademoiselle, November 1979.

Predictor, 1979. "Pregnant? Compare in-home tests. You'll choose Predictor."

Advertisement for Answer, Ladies' Home Journal, December 1978.

Answer, 1978. "Am I pregnant? Introducing Answer. The at-home pregnancy test you can use with confidence."

Advertisement for ACU-TEST, Mademoiselle, December 1978.

ACU-TEST, 1978. "I wonder if I'm pregnant. New ACU-TEST gives you the answer. At home...in two hours."

Advertisement for e.p.t, Ladies' Home Journal, January 1979.

e.p.t, 1979. “e.p.t in-home early pregnancy test. The only early pregnancy test thousands of American women have used for the past 2 years accurately, safely, privately, in their own homes.”

(Though in early 1978 e.p.t had used words like “at last” and “finally” to introduce its new test, by the end of the year, this test had competition. In 1979 the advertisements started claiming that the test had been “introduced in May, 1976.” This was most likely a reference to when the test was approved by the FDA and tested by women as part of that approval process.)

Advertisement for e.p.t, Mademoiselle, September 1979.

e.p.t, 1979. *"e.p.t is the original in-home early pregnancy test. e.p.t is the only in-home pregnancy test proven accurate by more than a million women."*

Advertisement for Fact, Mademoiselle, January 1984.

Fact, 1984. *"Fact. The home pregnancy test that gives the fastest possible results."*

e.p.t, 1988. "Only e.p.t has sold one test every 30 seconds for the last ten years."