



Interactive ad

Innovation > Retail > New ad doubles as a pregnancy test

## **NEW AD DOUBLES AS A PREGNANCY TEST**



A new magazine ad, which can be used as a pregnancy test, has led to new advances in surface materials.

## UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just £39 per month\*

## **Exclusive member benefits:**

- Access to over 13,000 innovations
- Monthly horizon scanning reports
  - Exclusive feature articles

## **BECOME A MEMBER**

Already a member? Sign in here