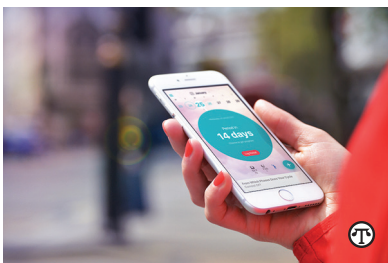




A One-Stop App For Women's Health

(NAPSA)—Period-tracking apps seem pretty self-explanatory—you input your last period and the app predicts when your next cycle will start. But with new technology, apps are able to do much more than simply track menstruation.

One of the leading apps in this space, Flo Period Tracker, which has over 6 million active monthly users, uses artificial intelligence in combination with big data to close the prediction error gap by



A new app with artificial intelligence helps women plan their families.

three days.

Flo's accuracy is only one of its stand-out features. Besides tracking cycles, the app helps users plan for or prevent pregnancy by predicting ovulation days and when a user is most fertile.

"The app has really changed my anxiety about unpredictable, irregular periods," says Rachel, who regularly uses Flo. "I am a mother of four, and the Flo app has found a way to be within a day or two each time! It helps my husband and I avoid sex when I am most fertile until we are ready for number five."

Users also love the health insights from experts that are personalized to each user based on the symptoms the app tracks—everything from sleep duration to moods to daily steps. And now, users have the option to compare notes with other users' along with a health expert, through Flo's new social feature that allows users to comment, ask questions, and share advice for additional insight.

"It's helped me feel more calm and in control about basic things we all go through as females—especially around things like weight fluctuation, water retention and mood swings," says Jasmin, another active Flo user.

Period-tracking apps are catching up to technology and to lifestyles as so many factors affect women's health outside of a calendar—so start tracking it!