

Shrinkx Hips Clinical Results

Study Summary:

45 women participated in a study to evaluate the performance/effectiveness of the Shrinkx Hips post natal compression belt in narrowing hips in the first 8 weeks after childbirth. The study was conducted through an OB/GYN office and participants were given the belt at one week post delivery and asked to wear the belt until their eighth week postpartum.

Shrinkx Hips post natal compression belt provides constant, even pressure to gently move pelvic ligaments and joints back to their pre-pregnancy position. This occurs during the first eight weeks postpartum while pelvic ligaments, joints and connective tissue are still loose due to elevated levels of the pregnancy hormone Relaxin.

44 participants completed the study (1 participant stopped wearing the belt after 3 days) and *95% of the participants returned to their pre-pregnancy hip size, or smaller in some cases.* At the end of the study:

- 64% of the participants had reached their pre-pregnancy weight and knew their hips had returned to their pre-pregnancy size or smaller.

- 31% of the participants had not yet returned to their pre-pregnancy weight, but could already tell their hips were as small or smaller than their pre-pregnancy size.

- The remaining 5% had not yet reached their pre-pregnancy weight and were unsure if their hips would return to their pre-pregnancy size.

- Participants were not compensated for their participation.

Survey Sample:

- (45) Shrinkx Hips belt users

- Representing (4) countries and (12) states

US, Canada, UK and Slovenia

Texas, Michigan, Maryland, Washington, Ohio, Connecticut, Arizona, California, Kentucky, Florida, Utah, Alaska

- Age distribution:

30 and under (36%)

31 – 35 (36%)

35+ (11%)

No answer (17%)

- First pregnancy?

YES (51%)

NO (49%)

Shrinkx Hips Clinical Results (Cont'd)

Participants Usage Behavior:

-Wore Shrinkx Hips every day during first eight weeks post delivery (69%)

-Average hours worn per day:

4hrs or less (7%)

5-8hrs (44%)

9-12hrs (42%)

12+hrs (7%)

Clinical Results:

REDUCTION IN HIP SIZE AFTER CHILDBIRTH

Percentage of participants who experienced a reduction in their hip size after childbirth and as a result of wearing the post natal compression belt, Shrinkx Hips:

95%

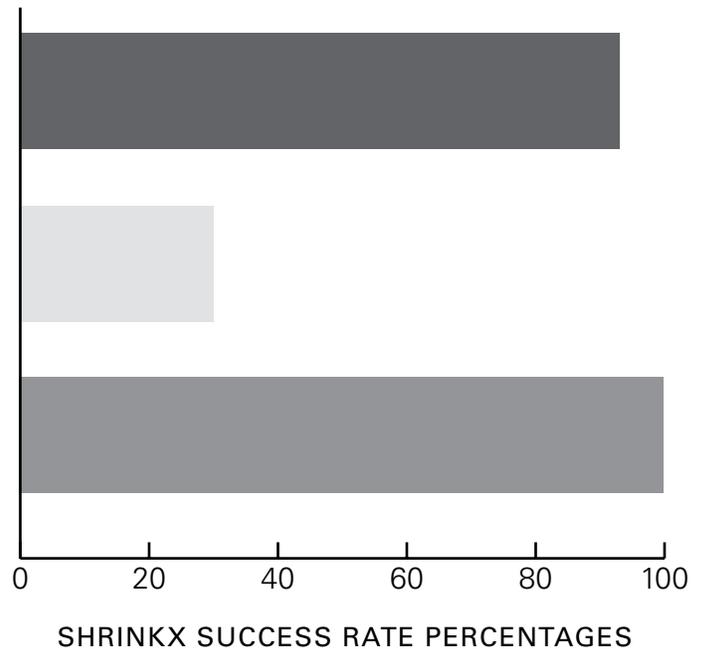
Success rate among participants who had reached their pre-pregnancy weight OR could tell already that the belt had decreased their hip size.

29%

Participants that *had not reached their pre-pregnancy weight* but had already seen a reduction in their hip size post delivery.

100%

Success rate among participants who *had already reached their pre-pregnancy weight*.



Conclusion:

This study demonstrates that proper use of the Shrinkx Hips post natal compression belt results in a benefit to the majority (95%) of users. Participant's actual results provided evidence of efficacy in the reduction of hip size after childbirth.

Clinical dates November, 2009 - March, 2010.

Clinical data on file.
