

Observations & Results from UK Consumer Trial March 2016

*Stretch marks
are preventable,
not inevitable*

To correspond with the Clinical Trial conducted on the Secret Saviours Stretch Mark Prevention System 2012-2013, Secret Saviours also undertook a UK Consumer Trial Programme with 104 women.

Headlines of the Consumer Trial are:

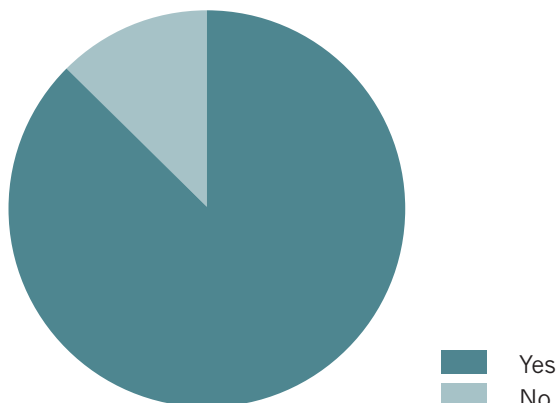
Over 80% of users had no post-pregnancy stretch marks
Over 90% of users would use Secret Saviours again
90% would recommend it to their friends

Question 1

Did you expect to get stretchmarks as a result of pregnancy?

Answer Options	Response Percent	Response Count
Yes	87.5%	91
No	12.5%	13

answered question 104 - skipped question 0

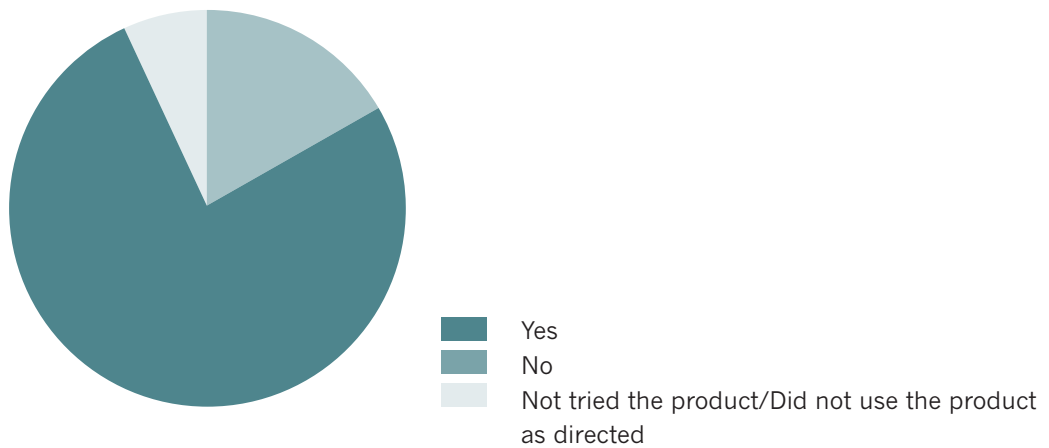


Question 2

Did you get stretch marks on your stomach after using Secret Saviours as directed?

Answer Options	Response Percent	Response Count
Yes	16.7%	17
No	76.5%	78
Not tried the product/Did not use the product as directed	6.9%	7

answered question 102 - skipped question 2

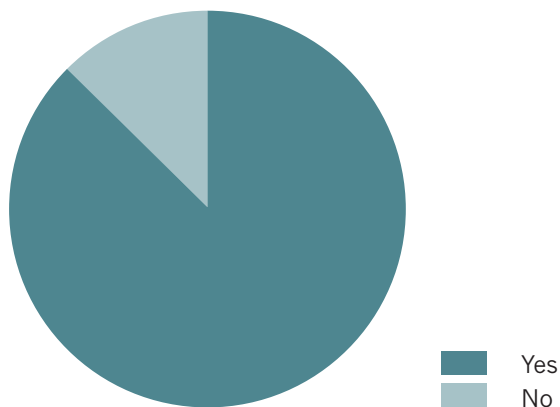


Question 3

Is/was this your first pregnancy?

Answer Options	Response Percent	Response Count
Yes	87.4%	90
No	12.6%	13

answered question 103 - skipped question 1

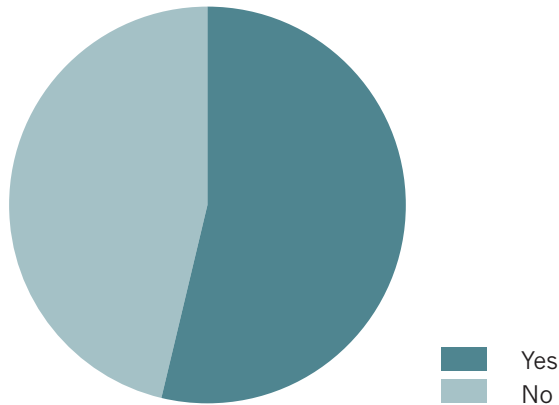


Question 4

Did you get stretchmarks on your stomach during your previous pregnancy/pregnancies?

Answer Options	Response Percent	Response Count
Yes	53.8%	7
No	46.2%	6

answered question 13 - skipped question 91

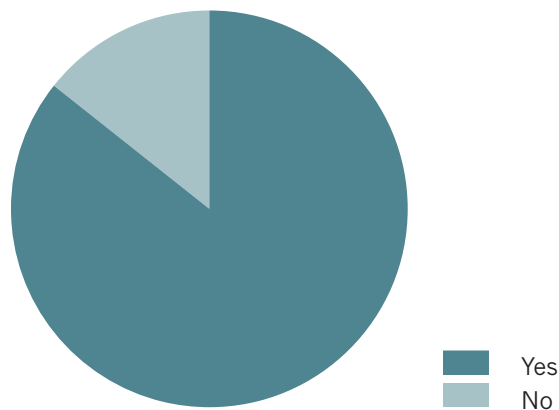


Question 5

Did the stretchmarks from the previous pregnancy/pregnancies fade?

Answer Options	Response Percent	Response Count
Yes	85.7%	6
No	14.3%	1

answered question 7 - skipped question 97

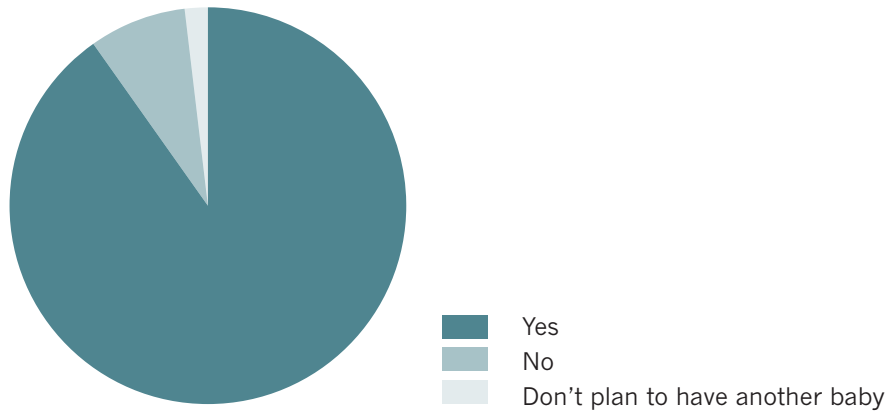


Question 6

Would you use Secret Saviours if you were to become pregnant again?

Answer Options	Response Percent	Response Count
Yes	90.1%	91
No	7.9%	8
Don't plan to have another baby	2.0%	2

answered question 101 - skipped question 3

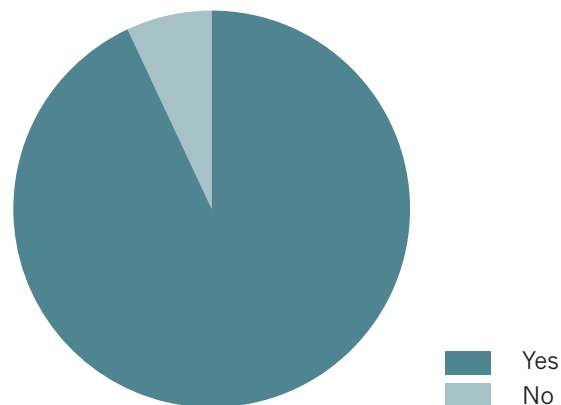


Question 7

Would you recommend Secret Saviours to a pregnant friend or relative?

Answer Options	Response Percent	Response Count
Yes	93.0%	93
No	7.0%	7

answered question 100 - skipped question 4

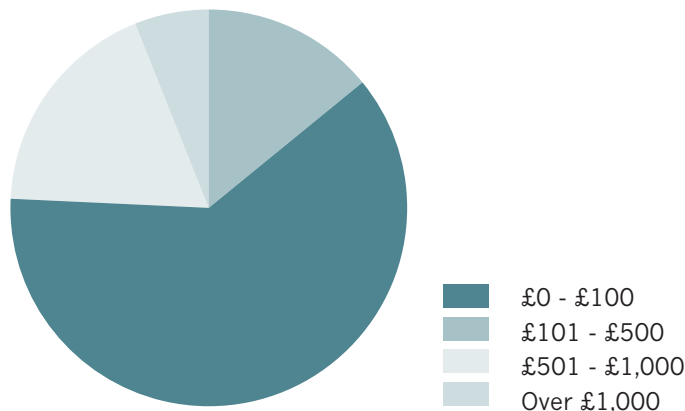


Question 8

Approximately which of the following best describes how much money you spent on yourself during your most recent pregnancy, for example money spent on products/clothes/treats not including baby products?

Answer Options	Response Percent	Response Count
£0 - £100	14.1%	14
£101 - £500	61.6%	61
£501 - £1,000	18.2%	18
Over £1,000	6.1%	6

answered question 99 - skipped question 5

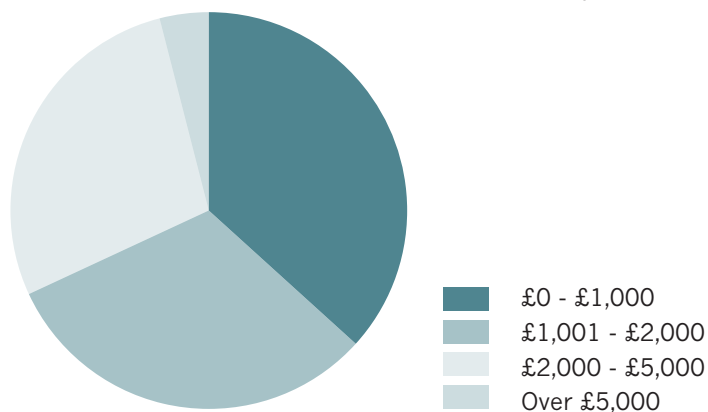


Question 9

Approximately which of the following best describes how much money you spent on baby related products during your most recent pregnancy?

Answer Options	Response Percent	Response Count
£0 - £1,000	37.0%	93
£1,001 - £2,000	31.0%	31
£2,000 - £5,000	28.0%	28
Over £5,000	4.0%	4

answered question 100 - skipped question 4



Secret Saviours was developed by a vascular surgeon and features a unique maternity support band and Day Gel and Night Cream. The support band features a number of soft bubble-like pads to gently grip and support the skin, spreading the strain of the extra load, disrupting and dissipating points of stress so that the skin can't actually tear in a straight line deep in the dermis which is when there is a risk of stretch marks forming.

The support band, available in S, M, L & XL, depending on the size of the baby on board, is made from the softest stretch fabric, and should be a snug but comfortable fit, gently expanding as the bump grows.

Says Sophie Hooper, Secret Saviours Founder/CEO of the Consumer Trial findings:

“Women tend to spend their hard earned cash on their baby rather than themselves during pregnancy, in fact our research revealed that over 90% of users spent up to just £1,000 on themselves during pregnancy, but 96% spent up to £5,000 on products for their baby. So if pregnant women are going to buy a product to prevent stretch marks, they need to know it will work.

Says Sophie, “We already have a clinical trial proving the product works, but to have customers across the board give Secret Saviours such a massive thumbs up is fantastic. We can now categorically say that we are THE product to prevent stretchmarks.

“Nearly 90% of respondents expected to get stretch marks during pregnancy but with Secret Saviours, stretch marks are no longer inevitable, but preventable.”

*Survey carried out on survey monkey (February 2016) amongst 104 Secret Saviours users.