



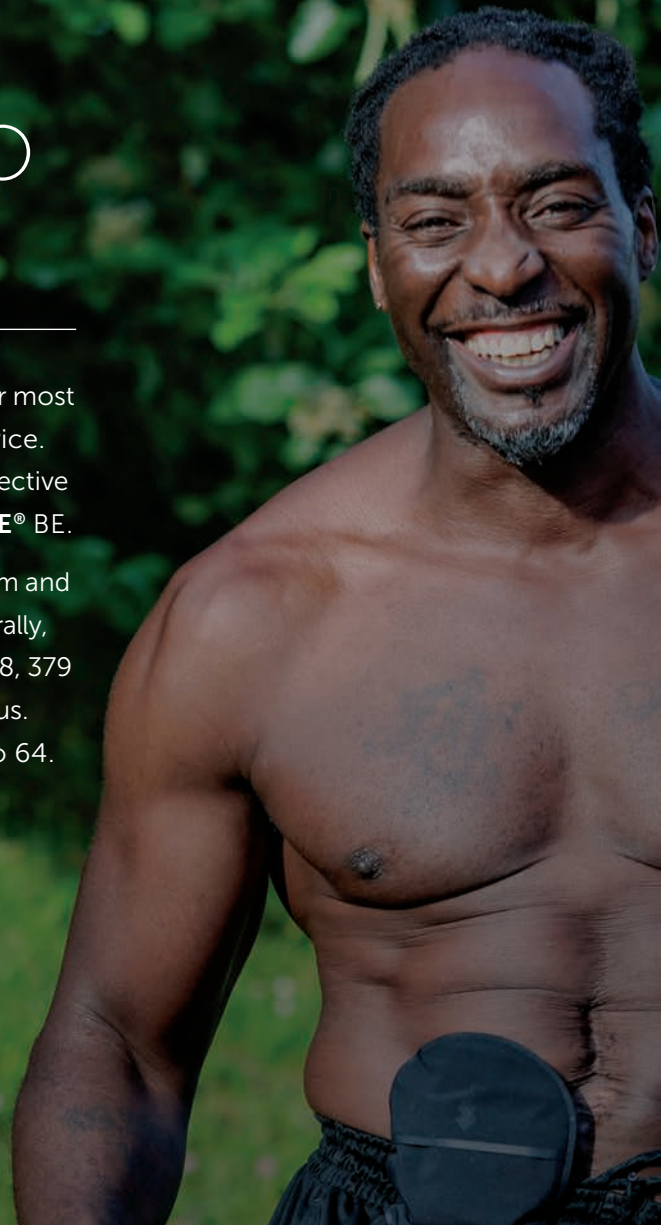
WHAT PEOPLE  
THINK ABOUT  
**CONFIDENCE BE<sup>®</sup>**

CUSTOMER SURVEY NOVEMBER 2018

# WE ASKED PEOPLE TO **BE** OPINIONATED

Listening to the people who use our products helped us create our most innovative bag ever. They wanted it to be less like a medical device. Something that was comfortable, discreet – and, ultimately, so effective it would dramatically improve their lives. The result was **CONFIDENCE**® BE.

With a host of clever design features, including a unique filter system and quick-drying cover, we hoped to solve some of their problems. Naturally, we couldn't wait to hear what they thought of it. In November 2018, 379 people (198 males and 181 females) shared their experience with us. The group included both closed and drainable users aged 18 to 64. These are the results!



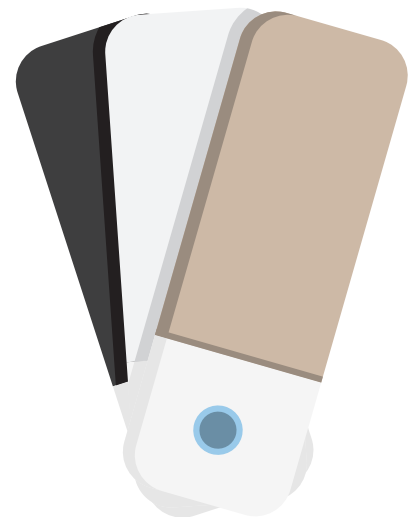
# PEOPLE WANT TO **BE** COORDINATED

Our research told us people wanted to have a choice of colours and to be able to match their bag with clothes, underwear or skin tone. That's why **CONFIDENCE**® BE comes in black, white and stone.



*"I love my body  
even more when  
I see a black bag  
on my side"*

Paul, 51



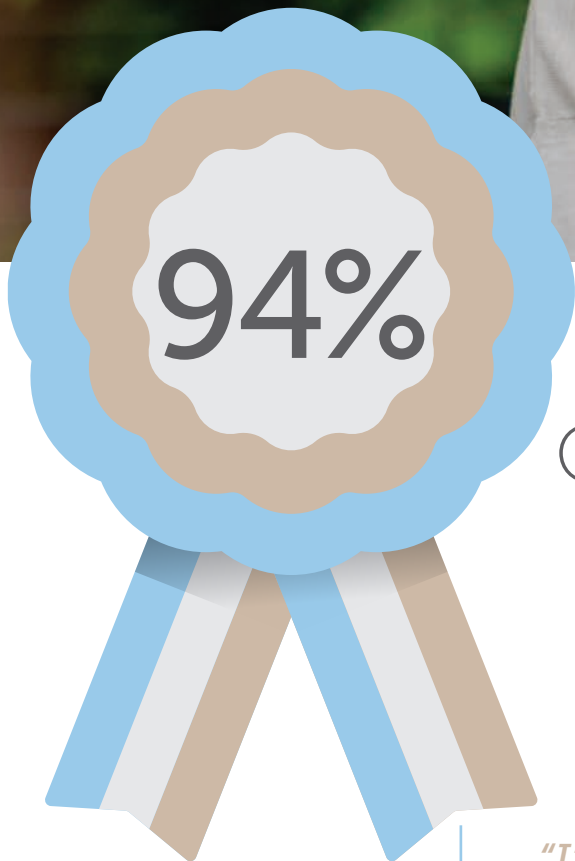
# 60%

THINK HAVING A CHOICE OF  
COLOURS IS IMPORTANT



*"It has made me focus on being positive and enjoying the good times"*

Natalie, 31



OF PEOPLE WOULD  
RECOMMEND  
**CONFIDENCE®** BE

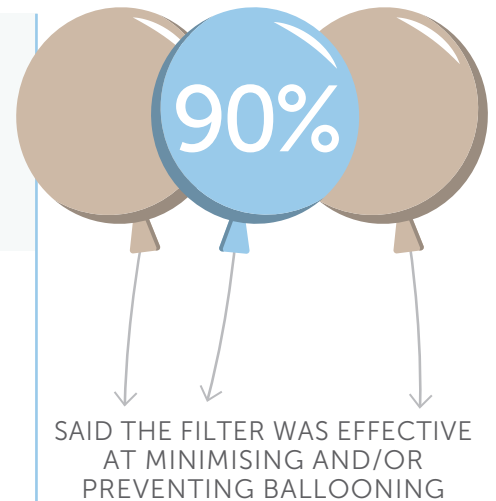
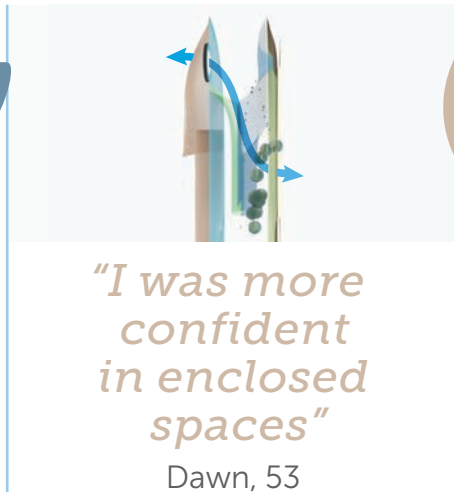
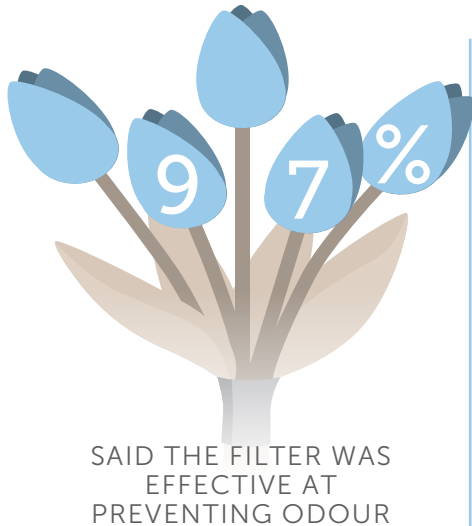
*"They are absolutely fab! I can say with absolute confidence that they are the best bags ever"*

*"I'm no longer bothered about people seeing my bag. Thank you so much for making my life a bit more positive"*

*"It's certainly given a boost to my confidence. Thank you for making my life better"*

# PEOPLE WANT TO **BE** DISCREET

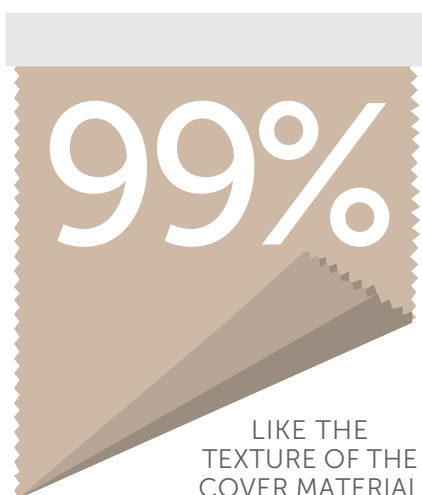
Discretion has always been important to our customers. With odour, ballooning and pancaking being of particular concern, we designed a unique filter system. The **CONFIDENCE**<sup>®</sup> BE filter is our most effective filter and offers 25% more airflow than leading competitors.<sup>2</sup>



*"Excellent product – sets the standard"*

# PEOPLE WANT THE MATERIAL TO **BE** SOFT

Choice of bag material is really important, to ensure that the bag feels like any other item of clothing, rather than a medical device. **CONFIDENCE**<sup>®</sup> BE bags are made from a specially designed durable, hydrophobic fabric that doesn't rustle and feels very soft against the skin.



# PEOPLE WANT TO **BE** COMFORTABLE

**CONFIDENCE**® BE has a dual-thickness wafer with a super-absorbent core – so it feels secure and comfortable when people are out and about.



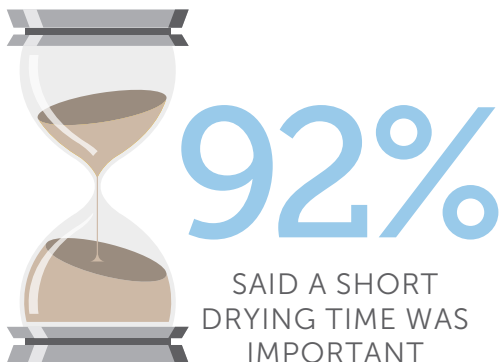
*"Forgot I was wearing the bag at my daughter's BBQ"*

Sheila, 85



# PEOPLE WANT TO **BE** DRY QUICKLY

After swimming or showering, people want to dry off quickly and get on with their day. **CONFIDENCE**® BE is made from a highly water-repellent fabric that dries in just a few minutes.



*"I'm really pleased with the material"*

James, 44





# HELP PEOPLE BE ALL THEY WANT TO BE

| CLOSED BAGS             |               |         |                   |                     |                     |                     |           |
|-------------------------|---------------|---------|-------------------|---------------------|---------------------|---------------------|-----------|
| LARGE CLOSED BAGS       |               |         |                   |                     |                     |                     |           |
| SIZE                    | STARTER HOLE* | PRE-CUT | ORDER CODES       |                     |                     |                     | PACK SIZE |
|                         |               |         | Transparent Stone | Trans/Overlap Black | Trans/Overlap White | Trans/Overlap Stone |           |
| 13mm                    | •             | –       | BLT13ST           | BL13B               | BL13W               | BL13ST              | 30        |
| STANDARD CLOSED BAGS    |               |         |                   |                     |                     |                     |           |
| SIZE                    | STARTER HOLE* | PRE-CUT | ORDER CODES       |                     |                     |                     | PACK SIZE |
|                         |               |         | Transparent Stone | Trans/Overlap Black | Trans/Overlap White | Trans/Overlap Stone |           |
| 13mm                    | •             | –       | BT13ST            | B13B                | B13W                | B13ST               | 30        |
| 25mm                    | –             | •       | –                 | B25B                | B25W                | B25ST               | 30        |
| 28mm                    | –             | •       | –                 | B28B                | B28W                | B28ST               | 30        |
| 32mm                    | –             | •       | –                 | B32B                | B32W                | B32ST               | 30        |
| 35mm                    | –             | •       | –                 | B35B                | B35W                | B35ST               | 30        |
| 38mm                    | –             | •       | –                 | B38B                | B38W                | B38ST               | 30        |
| 41mm                    | –             | •       | –                 | B41B                | B41W                | B41ST               | 30        |
| MINI CLOSED BAGS        |               |         |                   |                     |                     |                     |           |
| SIZE                    | STARTER HOLE* | PRE-CUT | ORDER CODES       |                     |                     |                     | PACK SIZE |
|                         |               |         | Transparent Stone | Trans/Overlap Black | Trans/Overlap White | Trans/Overlap Stone |           |
| 13mm                    | •             | –       | –                 | BM13B               | BM13W               | BM13ST              | 30        |
| DRAINABLE BAGS          |               |         |                   |                     |                     |                     |           |
| LARGE DRAINABLE BAGS    |               |         |                   |                     |                     |                     |           |
| SIZE                    | STARTER HOLE* | PRE-CUT | ORDER CODES       |                     |                     |                     | PACK SIZE |
|                         |               |         | Transparent Stone | Trans/Overlap Black | Trans/Overlap White | Trans/Overlap Stone |           |
| 13mm                    | •             | –       | BDLT13ST          | BDL13B              | BDL13W              | BDL13ST             | 30        |
| 13mm                    | •             | –       | BDLTP**           | –                   | –                   | –                   | 30        |
| STANDARD DRAINABLE BAGS |               |         |                   |                     |                     |                     |           |
| SIZE                    | STARTER HOLE* | PRE-CUT | ORDER CODES       |                     |                     |                     | PACK SIZE |
|                         |               |         | Transparent Stone | Trans/Overlap Black | Trans/Overlap White | Trans/Overlap Stone |           |
| 13mm                    | •             | –       | BDT13ST           | BD13B               | BD13W               | BD13ST              | 30        |
| 25mm                    | –             | •       | –                 | BD25B               | BD25W               | BD25ST              | 30        |
| 28mm                    | –             | •       | –                 | BD28B               | BD28W               | BD28ST              | 30        |
| 32mm                    | –             | •       | –                 | BD32B               | BD32W               | BD32ST              | 30        |
| 35mm                    | –             | •       | –                 | BD35B               | BD35W               | BD35ST              | 30        |
| 38mm                    | –             | •       | –                 | BD38B               | BD38W               | BD38ST              | 30        |
| 41mm                    | –             | •       | –                 | BD41B               | BD41W               | BD41ST              | 30        |
| MINI DRAINABLE BAGS     |               |         |                   |                     |                     |                     |           |
| SIZE                    | STARTER HOLE* | PRE-CUT | ORDER CODES       |                     |                     |                     | PACK SIZE |
|                         |               |         | Transparent Stone | Trans/Overlap Black | Trans/Overlap White | Trans/Overlap Stone |           |
| 13mm                    | •             | –       | –                 | BDM13B              | BDM13W              | BDM13ST             | 30        |

\*Starter hole wafers cut up to 55mm. \*\*Theatre pack, no filter included.



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References 1. Confidence BE Customer Survey November 2018. Data on file, Salts Healthcare Ltd. 2. Data on file, Salts Healthcare Ltd 2017.