

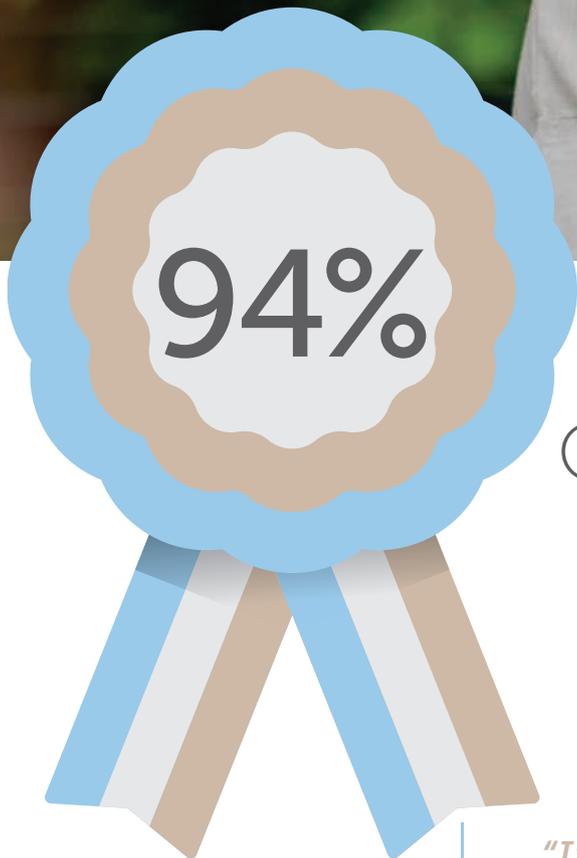


WHAT PEOPLE
THINK ABOUT
CONFIDENCE[®] BE

CUSTOMER SURVEY NOVEMBER 2018

"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"

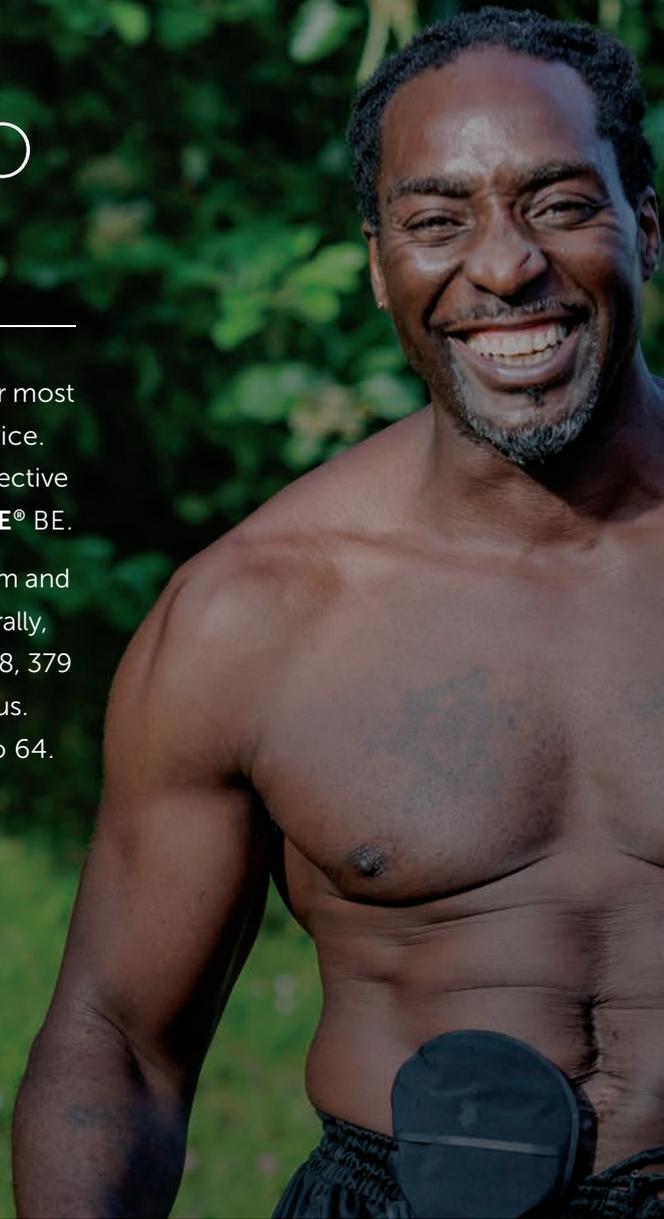
"I'm no longer bothered about people seeing my bag. Thank you so much for making my life a bit more positive"

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

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!



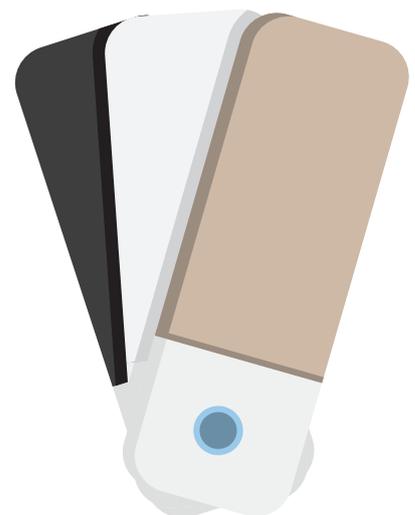
PEOPLE WANT TO **BE** COORDINATED

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

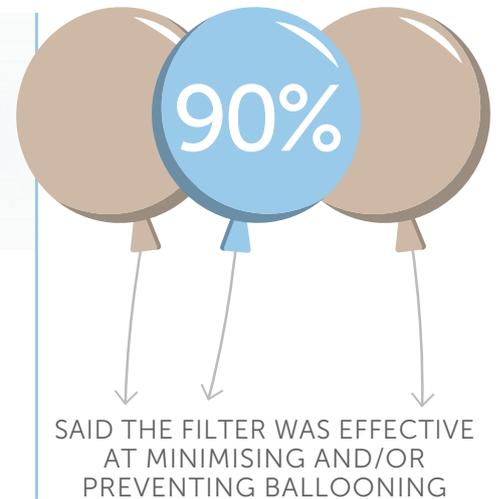
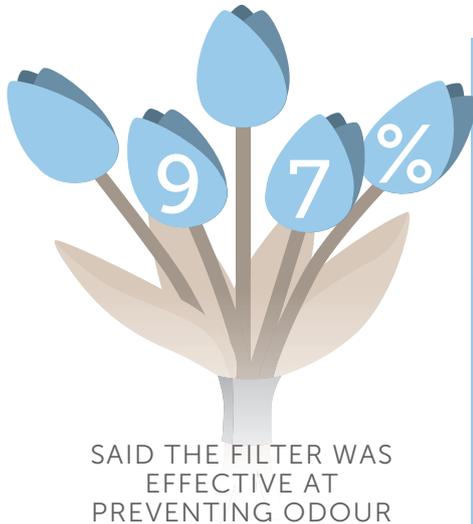


60%

THINK HAVING A CHOICE OF
COLOURS IS IMPORTANT

PEOPLE WANT TO **BE** DISCREET

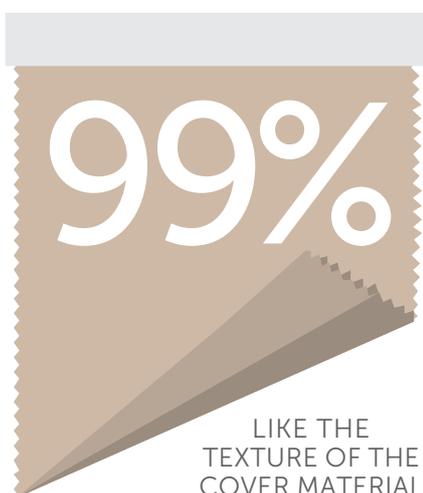
Discretion has always been important to our customers. With odour, ballooning and pancaking being of particular concern, we designed a unique filter system. The Confidence BE filter is our most effective filter and offers 25% more airflow than leading competitors.²



"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**[®] BE bags are made from a specially designed durable, hydrophobic fabric that doesn't rustle and feels very soft against the skin.



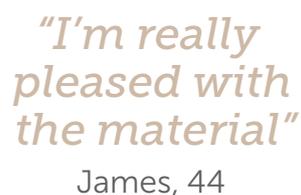
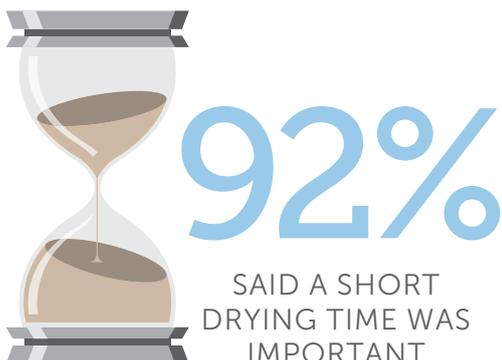
PEOPLE WANT TO **BE** COMFORTABLE

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



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.



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.