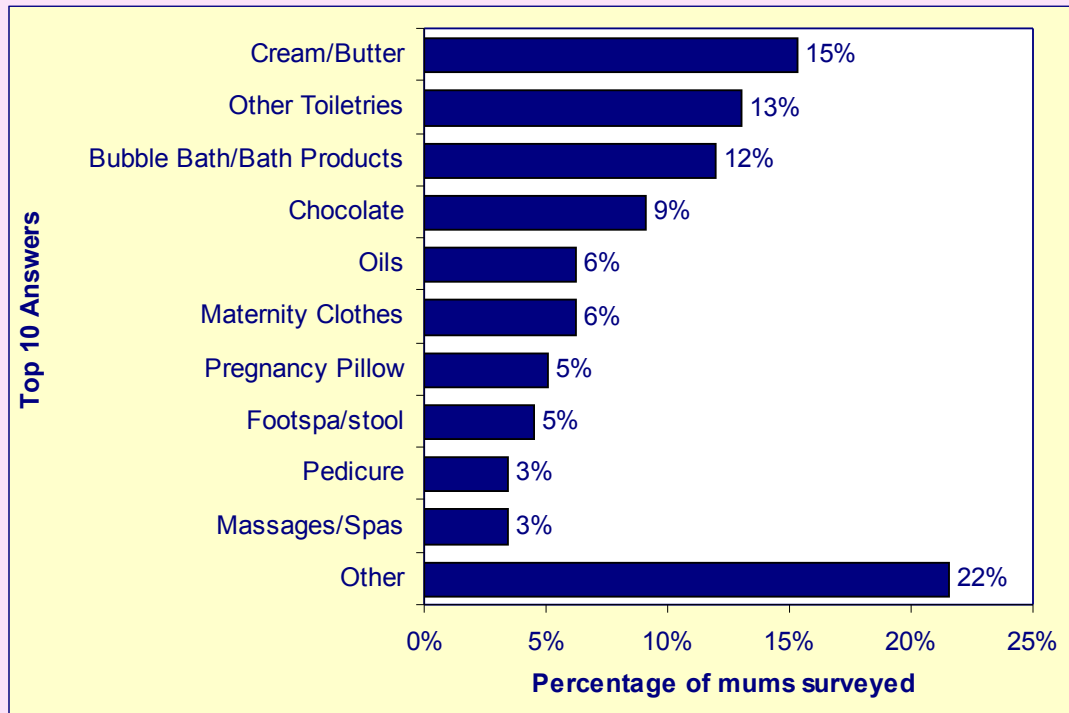


Survey Question:
 “What has been your **favourite luxury item** during your pregnancy?”

The “Top 10” most popular answers are:



Info on the survey:

- Mums rated creams and butter (especially cocoa cream/butter) as a great luxury item – with the added advantage that mums said it helped to reduce the chance of stretch marks
- Foot products were popular with mums. The natural weight changes mums experience during pregnancy shift the centre of gravity and are a common source of aching and tired feet

Useful Links (see the ‘more info’ tab for all links)	
Link Type	Website Address
Luxury items for pregnant women	www.bloomingluxuries.co.uk
Luxury items for pregnant women	www.treather.com
Items for pregnant women	www.mumstuff.co.uk
Items for pregnant women (NCT)	www.nctms.co.uk
Maternity clothes	www.bloomingmarvellous.co.uk
Maternity clothes	www.Bump2Babe.co.uk
Maternity clothes	www.cravematernity.co.uk
Maternity clothes	www.DorothyPerkins.com
Maternity clothes	www.formes.com
Maternity clothes	www.fromheretomaternity.co.uk
Maternity clothes	www.funmum.com

Maternity clothes	www.homemummy.co.uk
Maternity clothes	www.isabellaoliver.com
Maternity clothes	www.jojomamanbebe.co.uk
Maternity clothes	www.laredoute.co.uk
Maternity clothes	www.melbamaternity.co.uk
Maternity clothes	www.mothercare.com
Maternity clothes (NCT)	www.nctms.co.uk
Maternity clothes	www.seraphine.com
Maternity clothes	www.warehouse.co.uk
Pregnancy pillow	www.beansbeans.co.uk
Pregnancy pillow	www.bumpto3.com
Pregnancy pillow	www.cozeebee.co.uk
Pregnancy pillow	www.dreamgenii.com
Pregnancy pillow	www.hi-baby.co.uk
Pregnancy pillow	www.welovesleep.co.uk
Spas with pregnancy treatments	www.babycentre.co.uk/pregnancy/travel/spas/
Spa safety for mums to be	www.gomamatoday.com/lookinggood/beauty/spatreatments/

Survey Stats	
Date of survey	July 2006
Number of mums surveyed	250
Type of mums surveyed	All pregnant – 50% first pregnancy; 50% already with one or more child