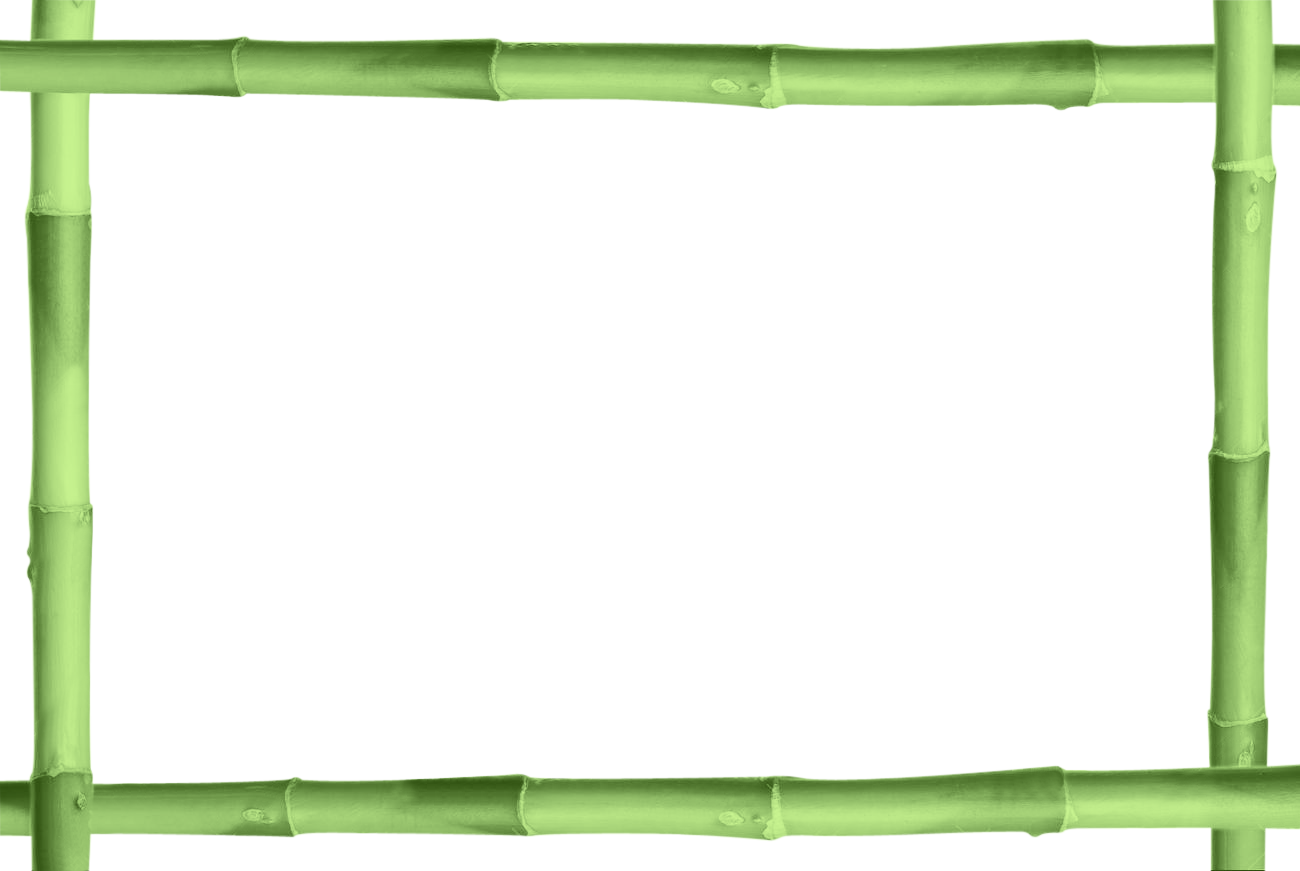
2017

Julie Chen

The Cheeky Panda Ltd

10/17/2017

Health Survey Report



**Why Conduct a Survey?**

Having retained our spot at the top of the Amazon’s best sellers list for many months we have been able to utilize the platform’s ‘feedback’ feature, to engage with our customers. We started to notice early on the large amount of people leaving their thoughts were complimenting the tissue’s natural qualities, for relieving symptoms of different skin conditions and allergies. We were energized by the positive online response and were very happy to see that our products can not only protect and sustain the environment but also help people in people’s everyday lives.

We wanted to know more and see the full extent of how our tissue was positively impacting those who suffer from skin conditions and allergies. This feedback along with our Cheeky curiosity prompted us to conduct a consumer based survey.

Initially we found the participants online through Eczema societies and support groups. We were then able to verify that their condition was genuine through collecting evidence. Once this stage was completed the participates were sent out samples of our tissue for testing. After a number of weeks in the testing process we were able to collect and summarize all of the feedback. The results were positive and are summarized in a report at the end of this document.

On the next few pages you can see the feedback results sent to us by the participants along with a summary and conclusions. The evidential documents are available on request for each participant.

For enquires and evidence requests please contact: [Kelly.burcher@thecheekypanda.co.uk](mailto:Kelly.burcher@thecheekypanda.co.uk) or call 020 7190 2970.

**Result Summary**

People suffering with skin conditions such as eczema and sensitive skin as well as other health related issues like hay fever expressed that our products help relieve their symptoms and reduce irritation. To further investigate these claims we conducted a trial with 18 participants who all suffer with eczema and hay fever. The trial took place over a number of weeks where participants were required to test samples and give feedback regarding three main areas which are outlined in the chart below.

The graph below shows that out of the 18 participants involved in the survey, many saw improvements from using our products and 100% of participants found that they suffered no irritation while using our products.

Out of the 18 participants none have expressed discomfort whilst using The Cheeky Panda products; 15 (83%) expressed positive observations on their overall experience from using our products, mainly focusing the quality of The Cheeky Panda Tissue.

**Conclusions**

From these results, we can see that well over half of the trial participants benefited from improvements to their skin related health issues and hay fever from using our products.

This trial has also outlined that the majority of the participants thought highly of the quality of our products.

We believe that the relieving of symptoms, lack of irritation and improved skin conditions of the people who participated in the survey, are due to the natural qualities in our bamboo and low levels of chemicals being required during our manufacturing process compared to other comparative high street brand tissue.

The natural bamboo that we use in our products requires no fertilizers or pesticides in the growing process. There are also no B.P.A, deinking agents, 1-4-dioxane, chlorine bleach or fragrances in our products.

In conclusion, the results suggest that the omission of these chemicals, which are so prevalent in standard tissue, combined with the natural health benefits of bamboo appear to be the major contributing factors as to why The Cheeky Panda products are so gentle on skin and contribute to reducing irritation and relieving health related symptoms from the participants tested.





**THE TEST DATA**

**The Cheeky Panda Customer Health Review**

Thank you for taking part in The Cheeky Panda Customer review. Below are a few questions. Please answer in the box to the left. After you have completed the review leave you contact details at the bottom of the form and we will send you your free box of facial tissues or a Cheeky Panda Toy! Once the form is completed save and send back to this email: [Kelly.burcher@thecheekypanda.co.uk](mailto:Kelly.burcher@thecheekypanda.co.uk)

Once we have received your form successfully you will get email confirmation to say it has been submitted.

Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
| Do you suffer from Eczema? | Yes |
| Do you suffer from Hay fever? | Yes |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | Dry skin, sensitive skin, heat rash, dust allergy |
| Which brand of tissue did you use previously? | Crushelle |
| What improvements did you notice while using The Cheeky Panda tissue? | I noticed that my skin improved. No dust particles or tissue particles came off with the tissue as sometimes this irritates further especially my hay fever and dust allergy. |
| Any further comments? | Really enjoyed trying the product which is very good quality and great for the skin. |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | Facial tissues please it would be great to try these too |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Saira Tamboo

**The Cheeky Panda Customer Health Review**

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Once we have received your form successfully you will get email confirmation to say it has been submitted.

Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
| Do you suffer from Eczema? | My daughter suffers from moderate to severe eczema |
| Do you suffer from Hay fever? | I suffer from Hayfever |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | I also have sensitive skin. |
| Which brand of tissue did you use previously? | We were using supermarket own brands such as Tesco or Sainsbury |
| What improvements did you notice while using The Cheeky Panda tissue? | I didn’t notice a flare up on my daughter in the areas where the tissues were used which is good as she’s very sensitive to household products and I had no reactions or issues with it. |
| Any further comments? | There is a lot of product on the roll and it lasted much longer than our usual brand and did feel very nice. |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | Facial tissues please. |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Sacha-Marie Dobrin

**The Cheeky Panda Customer Health Review**

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Once we have received your form successfully you will get email confirmation to say it has been submitted.

Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
| Do you suffer from Eczema? | I do not, my two sons do. |
| Do you suffer from Hay fever? | My son does. |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | No. |
| Which brand of tissue did you use previously? | Tesco own brand toilet tissue. |
| What improvements did you notice while using The Cheeky Panda tissue? | I found The Cheeky Panda toilet tissue is a lot softer than the other brands. It didn’t irritate my sons face or leave it sore and red. It was very gentle on his skin, which is very important when dealing with a child who has sensitive skin and eczema. |
| Any further comments? | I would definitely recommend The Cheeky Panda toilet tissue to anyone with sensitive skin. |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | Cheeky Panda toy ☺ |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Kimberley Nelson

**The Cheeky Panda Customer Health Review**

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Once we have received your form successfully you will get email confirmation to say it has been submitted.

Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
| Do you suffer from Eczema? | Yes |
| Do you suffer from Hay fever? | Yes |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | Yes- very sensitive skin, especially to soaps, detergents and fabrics etc. |
| Which brand of tissue did you use previously? | Supermarket brands- varying between Sainsbury’s own and Aldi. |
| What improvements did you notice while using The Cheeky Panda tissue? | The paper is very soft to touch and was much kinder to my skin than previous papers. The paper is very kind to my nose too causing less irritation on my face. My skin wasn’t irritated at all after using, no itching or dryness and it felt kind to my hands, where most of my eczema is. |
| Any further comments? | Really brilliant quality and incredibly soft yet strong. |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | Facial Tissues. |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Helen Bovey

**The Cheeky Panda Customer Health Review**

Thank you for taking part in The Cheeky Panda Customer review. Below are a few questions. Please answer in the box to the left. After you have completed the review leave you contact details at the bottom of the form and we will send you your free box of facial tissues or a Cheeky Panda Toy! Once the form is completed save and send back to this email: [Kelly.burcher@thecheekypanda.co.uk](mailto:Kelly.burcher@thecheekypanda.co.uk)

Once we have received your form successfully you will get email confirmation to say it has been submitted.

Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
| Do you suffer from Eczema? | Yes |
| Do you suffer from Hay fever? | Yes |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | Sensitive, dry skin type |
| Which brand of tissue did you use previously? | Andrex or M and S brand tissue |
| What improvements did you notice while using The Cheeky Panda tissue? | I like the fact that The Cheeky Panda tissue does not irritate my skin and it is very environmental friendly. I did not get any allergic reaction from it. Furthermore, I have been using the Cheeky Panda tissue for my Hay fever running nose and it does not create any dry skin patches either (which is brilliant) |
| Any further comments? | Maybe the next step is to think about how to make the Cheeky Panda tissue more artistically appealing. |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | Facial tissue |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Dr. Rosa K. W. Kwok

**The Cheeky Panda Customer Health Review**

Thank you for taking part in The Cheeky Panda Customer review. Below are a few questions. Please answer in the box to the left. After you have completed the review leave you contact details at the bottom of the form and we will send you your free box of facial tissues or a Cheeky Panda Toy! Once the form is completed save and send back to this email: [Kelly.burcher@thecheekypanda.co.uk](mailto:Kelly.burcher@thecheekypanda.co.uk)

Once we have received your form successfully you will get email confirmation to say it has been submitted.

Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
| Do you suffer from Eczema? | Yes |
| Do you suffer from Hay fever? | Yes |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | Hyper sensitive skin, allergic to soap, perfume and sls |
| Which brand of tissue did you use previously? | Andrex |
| What improvements did you notice while using The Cheeky Panda tissue? | Less itchy dry skin, Less sore patched |
| Any further comments? | A good improvement. With continuous use I’m sure it would clear even more. |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | My son would like a cheeky panda toy! |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Rebecca edge

**The Cheeky Panda Customer Health Review**

Thank you for taking part in The Cheeky Panda Customer review. Below are a few questions. Please answer in the box to the left. After you have completed the review leave you contact details at the bottom of the form and we will send you your free box of facial tissues or a Cheeky Panda Toy! Once the form is completed save and send back to this email: [Kelly.burcher@thecheekypanda.co.uk](mailto:Kelly.burcher@thecheekypanda.co.uk)

Once we have received your form successfully you will get email confirmation to say it has been submitted.

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
|  |  |
| Do you suffer from Eczema? | Yes |
| Do you suffer from Hay fever? | Yes |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | sensitive skin, certain products would cause severe adverse reaction. |
| Which brand of tissue did you use previously? | Previously used either asda 's own brand or Lidl. Never really considered using sensitive toilet tissue before. |
| What improvements did you notice while using The Cheeky Panda tissue? | Initially I was just pleased with its softness and strength. It felt like a good quality. My 3 kids are forever using way too much toilet roll but even they seemed to use less straight away. I guess that's where buying cheaper stuff doesn't always pay off in the long run. My daughter suffers from sore skin  around her upper thigh and she's only 2 but has complained less since using this product. I left both this one and my normal toilet roll out in the bathroom and everyone went straight for this. My eczema flares up in various places,  it's currently on my legs so can't honestly say it has had an affect either way but would definitely feel comfortable using this on any sore areas.. |
| Any further comments? |  |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | Toy please |

Thank you for your participation. Stay Cheeky! ;)

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Jodie Gregson

**The Cheeky Panda Customer Health Review**

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Once we have received your form successfully you will get email confirmation to say it has been submitted.

Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
| Do you suffer from Eczema? | Yes |
| Do you suffer from Hay fever? | Yes |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | Sensitive skin and also skin allergies |
| Which brand of tissue did you use previously? | Asda’s own brand |
| What improvements did you notice while using The Cheeky Panda tissue? | Yes I have had no reaction at all and it is super smooth. |
| Any further comments? | The toilet tissue is lovely and soft |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | The Cheeky Panda Toy please. |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Natalie crewdson

**The Cheeky Panda Customer Health Review**

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Once we have received your form successfully you will get email confirmation to say it has been submitted.

Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
| Do you suffer from Eczema? | **Yes** |
| Do you suffer from Hay fever? | Yes |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | No |
| Which brand of tissue did you use previously? | Own brand asda or sainsburys |
| What improvements did you notice while using The Cheeky Panda tissue? | Haven’t prices any change positive or negative |
| Any further comments? |  |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | Facial tissues please |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Rose Purcell

**The Cheeky Panda Customer Health Review**

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Once we have received your form successfully you will get email confirmation to say it has been submitted.

Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
| Do you suffer from Eczema? | Yes |
| Do you suffer from Hay fever? | Yes |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | Dry skin |
| Which brand of tissue did you use previously? | Andrex or supermarket own brand |
| What improvements did you notice while using The Cheeky Panda tissue? | I found it to be much softer than normal paper. I’m not sure that I noticed any improvement in my eczema though. |
| Any further comments? | I am looking forward to trying the tissues as my nose gets really sore when I have a cold and I am wondering if these will be better than normal tissues/ |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | Facial tissues please. |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Kate Fox

**The Cheeky Panda Customer Health Review**

Thank you for taking part in The Cheeky Panda Customer review. Below are a few questions. Please answer in the box to the left. After you have completed the review leave you contact details at the bottom of the form and we will send you your free box of facial tissues or a Cheeky Panda Toy! Once the form is completed save and send back to this email: [Kelly.burcher@thecheekypanda.co.uk](mailto:Kelly.burcher@thecheekypanda.co.uk)

Once we have received your form successfully you will get email confirmation to say it has been submitted.

Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
| Do you suffer from Eczema? | Yes |
| Do you suffer from Hay fever? | Yes |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | Yes, my private area is very sensitive |
| Which brand of tissue did you use previously? | Shades from Asda |
| What improvements did you notice while using The Cheeky Panda tissue? | That I didn’t need more paper, my skin was fine, no irritation nor sensibility |
| Any further comments? | I was concerned about quality but I was happily surprised that it is thicker paper than I expected. |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | Toy |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Gabriela Cerdeno

**The Cheeky Panda Customer Health Review**

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Once we have received your form successfully you will get email confirmation to say it has been submitted.

Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
| Do you suffer from Eczema? | Yes, I have eczema. |
| Do you suffer from Hay fever? | Yes, I have hay fever. |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | Yes, also allergies. |
| Which brand of tissue did you use previously? | I used whichever brand wasnon offer. |
| What improvements did you notice while using The Cheeky Panda tissue? | I didn't notice any improvements I'm afraid but it did feel very nice |
| Any further comments? | Sometimes the other brands did irritate but depended on the brand. Your product did not. |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | Tissues if there are any left - I know I'm late. Please don't send me the toy either way. |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Dawn Clarke

**The Cheeky Panda Customer Health Review**

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Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
| Do you suffer from Eczema? | my 15 month old son suffers with eczema |
| Do you suffer from Hay fever? | No |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | dry itchy skin because of his eczema |
| Which brand of tissue did you use previously? | Andrex |
| What improvements did you notice while using The Cheeky Panda tissue? | When I've been blowing my sons nose it's not been red and sore, his eczema on his face is clearing up and his bum is not as sore or red, I will be buying this again |
| Any further comments? |  |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | Panda toy please |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Michelle Howard

**The Cheeky Panda Customer Health Review**

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Once we have received your form successfully you will get email confirmation to say it has been submitted.

Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
| Do you suffer from Eczema? | Yes |
| Do you suffer from Hay fever? | Yes |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | Yes, sensitive skin. |
| Which brand of tissue did you use previously? | Nicky |
| What improvements did you notice while using The Cheeky Panda tissue? | This tissue was strong but very soft. It caused no irritation, so a fantastic product. It's hard to say if it improved the condition a lot, bit there was certainly some improvement with using this. |
| Any further comments? |  |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | Panda toy, please! |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Kayley Bartlett

**The Cheeky Panda Customer Health Review**

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Once we have received your form successfully you will get email confirmation to say it has been submitted.

Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
| Do you suffer from Eczema? | YES |
| Do you suffer from Hay fever? | YES |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | VERY SENSITIVE AND EXTREMELY DRY SKIN |
| Which brand of tissue did you use previously? | MORRISON OR ASDA OWN BRAND |
| What improvements did you notice while using The Cheeky Panda tissue? | NO SKIN IRRITATION, CAUSED BY SHOPS OWN BRAND. |
| Any further comments? | VERY SOFT, STRONG AND THICK TOILET TISSUE. I SHALL DEFINITELY CHANGE TO THIS BRAND |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | CHEEKY PANDA TOY PLEASE |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: CATHERINE A DUGMORE

**The Cheeky Panda Customer Health Review**

Thank you for taking part in The Cheeky Panda Customer review. Below are a few questions. Please answer in the box to the left. After you have completed the review leave you contact details at the bottom of the form and we will send you your free box of facial tissues or a Cheeky Panda Toy! Once the form is completed save and send back to this email: [Kelly.burcher@thecheekypanda.co.uk](mailto:Kelly.burcher@thecheekypanda.co.uk)

Once we have received your form successfully you will get email confirmation to say it has been submitted.

Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
| Do you suffer from Eczema? | Yes |
| Do you suffer from Hay fever? | Yes |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | I have really sensitive skin and can only use certain products or my skin becomes very irritated and flares up.1 |
| Which brand of tissue did you use previously? | Velvet, Andrew or nicki |
| What improvements did you notice while using The Cheeky Panda tissue? | It was softer on the skin and after excess wiping I did not fell sore like I usually would. |
| Any further comments? | My partner and daughter who have no skin issues also used this toilet roll and said how much more nicer it felt on the skin. |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | Cheeky panda toy |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Peter McCleary

**The Cheeky Panda Customer Health Review**

Thank you for taking part in The Cheeky Panda Customer review. Below are a few questions. Please answer in the box to the left. After you have completed the review leave you contact details at the bottom of the form and we will send you your free box of facial tissues or a Cheeky Panda Toy! Once the form is completed save and send back to this email: [Kelly.burcher@thecheekypanda.co.uk](mailto:Kelly.burcher@thecheekypanda.co.uk)

Once we have received your form successfully you will get email confirmation to say it has been submitted.

Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| ***Question*** | **Please Write Your Answer Below** |
| *Do you suffer from Eczema?* | Yes |
| *Do you suffer from Hay fever?* | Yes |
| *Do you suffer from any other condition e.g. sensitive skin? If so, please state* | Sensitive skin, allergies to washing powder and most soaps |
| *Which brand of tissue did you use previously?* | Andrex |
| *What improvements did you notice while using The Cheeky Panda tissue?* | None |
| *Any further comments?* | The toilet roll has been fab, it doesn't tear like some big branded toilet rolls nor does it fluff up, it's dead soft on my skin and doesn't irritate me at all, 1 roll lasts ages too! will be recommending the toilet roll to others. |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | Panda toy please |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Emma north

**The Cheeky Panda Customer Health Review**

Thank you for taking part in The Cheeky Panda Customer review. Below are a few questions. Please answer in the box to the left. After you have completed the review leave you contact details at the bottom of the form and we will send you your free box of facial tissues or a Cheeky Panda Toy! Once the form is completed save and send back to this email: [Kelly.burcher@thecheekypanda.co.uk](mailto:Kelly.burcher@thecheekypanda.co.uk)

Once we have received your form successfully you will get email confirmation to say it has been submitted.

Thank you for your participation. Stay Cheeky! ;)

|  |  |
| --- | --- |
| Question | Please Write Your Answer Below |
| Do you suffer from Eczema? | Yes |
| Do you suffer from Hay fever? | Yes occasionally |
| Do you suffer from any other condition e.g. sensitive skin? If so, please state | Sensitive skin on my face |
| Which brand of tissue did you use previously? | Andrex and Chantelle |
| What improvements did you notice while using The Cheeky Panda tissue? | No irritation at all on any area I used it especially down below. I haven’t had a breakout since I started to use it. Fantastic product. |
| Any further comments? |  |
| What would you like to receive? Facial tissues or Cheeky Panda toy? | Definitely yes! |

**Fill out your details below to receive The Cheeky Panda toy or free box of our facial tissue!**

Full Name: Mrs Angela Robinson-Brown