### the original

# squatty potty:)®

### healthy colon: happy life

www.squattypotty.com.au

### **FAMILY BUSINESS**



From our family to yours,

Hi, we're the Edwards family, the creators and owners of Squatty Potty® toilet stools. We operate our family business out of beautiful Saint George, Utah USA.

We have always been a very health conscious, but after a few years of some colon issues we were seeking a natural and inexpensive solution that would help correct and heal the problems we were experiencing. That's when we found a wonderful and simple solution.... "Squatting!" Proper toilet posture makes all the difference

The simple knowledge of getting our knees up while going to the bathroom made a remarkable difference. We searched and searched but we could not find a good solution for putting us into a squatting position while using our toilet. After trying different stools, books and buckets, we decided to take matters into our own hands. That's when we came up with the Squatty Potty® toilet stool.

Squatty Potty wraps perfectly around your existing toilet and easily stores out of the way when not in use. We designed, created, tried and tested and then did it again and again. We thought of everything to make your bathroom experience better and more enjoyable. Squatty Potty is the perfect height, shape and design to work with any toilet. It's comfortable, ergonomic, easy to use, attractive and affordable. Success! We're a family on a mission

It's our goal to change the way we poop, one 'stool' at a time.

### Media Coverage so far ...







The Washington Post

REFINERY29

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Doctors

BETABEAT

Men'sHealth

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FOX 13

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Mercula.com



## WE'RE DESIGNED TO SQUAT



Modern day toilets are convenient, but have one major fault; they requires us to sit.

While sitting to do our 'business' may be considered civilized, studies show that the natural squat position improves our ability to eliminate.



Squatty Potty is recommended by doctors as the #1 way to help you go #2. It helps to reduce the risk of toxic build-up of faecal matter left in your colon; reduces straining and decreases pressure in the anal and rectal veins; heals or prevents haemorrhoids; and makes for easier elimination and efficiency to empty the bowl.

### There are five problems with sitting on the toilet

**#1:** Constipation Let's face it : most of us don't get enough fibre in our diet. It's true. And we fail to get all the water we need as well. These two things along with improper toilet posture is a bad combination that creates hard dry stools. These hard dry stool are very hard to push out. it's called constipation, and we've all experienced it. Unfortunately. it's the norm for too many of us, but that's just the beginning ...

**#2** Haemorrhoids Getting those hard stools out calls for lots of pushing. That pressure causes painful inflamed anal varicose veins known as haemorrhoids. Ouch! As bad as these are, they aren't the worst of our potential problems.

**#3** Colon Disease Eliminating completely often helps maintain good colon health. Many studies point to faecal buildup in the colon as a potential cause of disease such as colon cancer. When there is a buildup in the colon, our bodies can't absorb all the nutrients from the food we eat, leaving us without energy.

#4 Urinary difficulty/infections Urinary flow is usually stronger and easier for women when they squat. The bladder is emptied more completely when squatting rather than sitting or 'hovering'. Squatting can help to reduce episodes of urinary infection in both frequency and intensity. Now, that is good news!

**#5** Pelvic Floor Issues One of the main causes of this condition is straining on the toilet. The 'sitting' position causes a great amount of pressure on the anorectal angle of the colon causing the lower part of the colon to drop and protrude into the wall of the vagina. Pelvic floor nerves can be protected by squatting for bowel elimination. Men can also suffer from pelvic floor disorders and can readily benefit from using the Squatty Potty as part of their everyday routine.

### Squatty Potty can help with them all. Constipation **Hemorrhoids Irritable Bowel** Syndrome (IBS) **Pelvic Floor Issues** PERFECTLY **Bloating** DESIGNED TO MIMIC **Straining** NATURAL SQUAT POSTURE raised heel for comfort wide stance platform for stability the feet

### Experts Agree! Doctors recommend Squatty Potty®

Studies show the Squatty Potty toilet posture improves our ability to eliminate. Better elimination may decrease many modern day ailments including bloating, straining, haemorrhoids and constipation.

## "The human body was designed to squat to eliminate."

Dr Roger Siddoway, MD, FACG

"Millions of people are suffering from constipation and haemorrhoids. Are you one of them?"

Give it a try - It just might change your life!"

Doctor recommended for relief from : Constipation Hemorrhoids Irritable Bowel Syndrome (IBS) Pelvic Floor Issues Bloating Straining Individual result may vary. Squatty Potty does not claim to cure any disease.

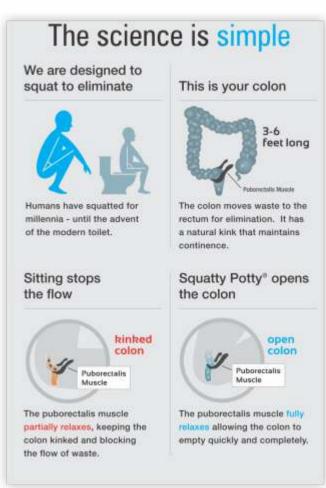
Hello, my name is Doctor Roger Siddoway, and as a Gastroenterologist I've been telling my patients for years that in order to keep things moving you need to eat fibre, drink plenty of water and exercise.

Now, I tell my patients to elevate their knees above their waist with Squatty Potty toilet stool when they go.

Here's why - Anatomically, humans were designed to squat but then we started sitting and sitting brought on problems such as constipation and haemorrhoids. So the real problem is how we sit and that's why I recommend the Squatty Potty<sup>2</sup>. Its so simple because it helps to elevate your knees while enjoying the comfort of your own toilet. Plus the Squatty Potty<sup>2</sup> is for everyone, not only those with problems. That's why I recommend it for the whole family.

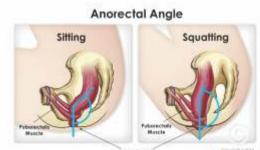
Doctor Roger Siddoway graduated from George Washington University Medical School. He is on the board certified in both Internal Medicine and Gastroenterology. He has practised gastroenterology and performed endoscopic examinations for over 25 years. his areas of interest include inflammatory bowel disease and liver disorders. He has two squatty Potty stool in his home!

### Squatty Potty<sup>®</sup> Helps you Eliminate Better



Let's review the mechanics of going to the bathroom. People can control when they defecate to some extent, by contracting or releasing the anal sphincter, except when that muscle can't maintain continence on it's own. The body also relies on a bend in the rectum (where faeces is stored), and the anus (where faeces comes out). When we're standing or sitting (called the anorectal angle), is kinked which puts upward pressure on the rectum and keeps the faeces inside. The sitting posture actually keeps us in 'continence mode'. This makes elimination difficult and incomplete, creating a need to STRAIN.

Optimal elimination is achieved in the natural squat position when the puborectalis muscle relaxes, allowing the anorectal angle to straighten, resulting in an easier defecation.



Sphincter

serverity policy in

## Slim



### Form & function.

Modern, sleek, slim ... This contemporary design speaks to your urban sensibilities - your appreciation for the simple and minimalist statement in your home. Sculpted from natural plywood, with soft rounded edges, 'Slim' has both form and function.

### Choose 7" or 9" stool height.

- Sculpted plywood
- Natural wood finish
- Easy to clean
- Ergonomic design
- Minimalist form
- Not designed for standing on
- Excess weight may bend or damage its sleek design.





### Tao Bamboo

### Back to nature.

What do you get a toilet that has everything? Tao Bamboo. This toilet stool is mighty luxurious. Easily adjusts between 7" and 9" height so you can find the best height for you. Hand-made from renewable bamboo and delivers ultimate style and wonderful bowel release.

### Adjustable height (7" or 9").

- 100% Natural Renewable Bamboo.
- Made with Formaldehyde-Free Glues and Resins.
- Adjustable Height between 7" & 9".
- Water and Mold Resistant.
- Lifetime Guarantee.
- Weight Capacity 160 kgs.
- Assembly Required.







### SIZING GUIDE



Tip:

Measure from the floor to the top of the bowl, seat lifted, to determine if you have a standard or comfort height toilet.



### Ecco

### For every bathroom in the house.

Get optimal elimination without breaking the bank (great for any budget). The Ecco toilet stool works perfectly for families of any size and is incredibly durable and easy to clean.

If you appreciate the simple things in life, then this is your toilet stool. Transform your toilet into an elimination station.

Squatty Potty<sup>®</sup> is a carefully designed toilet stool that puts YOU in exactly the correct position for fast, easy elimination, and keeps ITSELF out of the way when not in use.

### Choose 7" or 9" stool height.

- Economical
- Durable built to last
- Kid & family approved
- Easy to keep clean
- Weight Capacity 160kg
- Ergonomic design
- Proper alignment
- Easier efficient elimination
- Clean and sanitary
- Technical : Polypropylene, 20% talc filled, Natural, Lubricated

Check if your toilet base will accommodate Squatty Potty 'Ecco'.



Great for all squatters and any toilet height.

### Good News About Haemorrhoids ...

Did you know most hemorroids can heal without relapse when the squat posture is adopted for bowel movements?

### Factors that may cause increased pressure include :

- Straining during bowel movements
- Sitting for long periods of time on the toilet
- Chronic diarrhea or constipation

The Mayo Clinic suggests that Hemorroid sufferers avoid long periods of sitting or standing. Sitting too long, particularly on the toilet, can increase the pressure on the veins of the anus.

The Squatty Potty toilet stool is recommended by doctors as the #1 way to help you go #2. It helps to reduce the risk of toxic build-up of faecal matter left in your colon; reduces straining and decreases pressure in the anal and rectal veins; heals or prevents haemorrhoids; and makes for easier elimination and efficiency to empty the bowl.

### Here's what the Mayo Clinic says about them ...

Hemorroids (HUM-uh-roids) are swollen and inflamed veins in your anus and lower rectum. Hemorroids may result from

straining during bowel movements or from increased pressure on these veins during pregnancy, among many other causes. Haemorrhoids are common ailment. By age 50, about half of all adults have to deal with itching, discomfort and bleeding that can signal the presence of Haemorrhoids. The veins around your anus tend to stretch under pressure and may bulge or swell -Haemorrhoids - can develop from an increase in pressure in the lower



### Here's How Squatty Potty<sup>®</sup> Relieves Constipation.

Squatting toilet posture helps relieve and prevent constipation in four ways.

 In the squatting position, gravity does most of the work. The weight of the torso presses against the thighs and compresses the colon. Gentle pressure from the diaphragm supplements the force of gravity.
Squatting relaxes the pubbrectalis muscle, allowing the anorectal angle to straighten and for the bowel to empty completely.

3. Squatting lifts the sigmoid colon to unlock the "kink" at the entrance to the rectum. This kink also helps to prevent incontinence, by taking some of the pressure off the puborectalis muscle.

4. The colon is equipped with an inlet valve (the ileocecal valve) and an outlet valve (the puborectalis muscle). Squatting simultaneously closes the inlet valve, to keep the small intestine clean, and opens the outlet valve, to allow waste to pass freely. The sitting position defeats the purpose of both valves, making elimination difficult and incomplete, and soiling the small intestine.



### Susan Smith Jones, PhD Endorses Squatty Potty<sup>®</sup>

Author of Walking on Air, The Joy Factor and Recipes for Health Bliss www.susansmithjones.com

Dr. Susan's Blog : Constipation Begone - The Squatty Potty<sup>®</sup> Way - Getting Back in The Flow. Dr. Susan's Radio Show : Listen to "Dr. Susan's House Calls!"

"When I was a teenager, my grandmother taught me about the importance of squatting for colon health. It was new to me at the time and seemed somewhat strange. I was the only one in my group of friends who used a homemade toilet stool when using the bathroom. Now that I'm older and am a holistic health educator in the united States and worldwide, and an expert on colon health, I have come to greatly appreciate the health wisdom of my grandmother.

Countless people who attend my workshops and retreats on holistic health or who come to see me in my private holistic practice need advice and healing for all kinds of digestive and colon issues, including constipation, haemorrhoids, impaction, colon disease and pelvic floor issues, just to name a fe. The first question I always ask is "Do you use a toilet stool for bowel movement?" Not surprisingly, the answer is always "No", followed by their follow-up question to me : "What is that?"

My mission, then, is to educate everyone about the significance of using the toilet properly so that the anorectal angle is in perfect position. I tell everyone that I use and highly recommend the Squatty Potty<sup> $\mathbb{R}$ </sup> as the premier toilet stool for all ages - from children to seniors and everyone in-between.

I have tried all other similar toilet seats on the market and the Squatty Potty<sup>®</sup> is the very best. I would not be without mine. I even take it with me when I travel. It's one of the most important practices in my salubrious lifestyle. You'll wonder how you ever lived without it when you start using it. My recommendation is to get one for every bathroom in your home and office. this simple practice will change your life for the better.

- Susan S. Jones, PhD

### Pelvic Floor Disorder can improve with use of Squatty Potty®!

### Squatty Potty<sup>®</sup> Improves Toilet Posture for More Effective Elimination and Relief from Incontinence

The Squatty Potty<sup>®</sup>, a toilet footstool that is leading the squatting revolution wordwide, helps ease suffering from pelvic floor disorders in women and men by improving toilet posture. A 2008 study by Kaiser Permanente published in Obstetrics & Gynecology found that one-third of women suffer from one or more pelvic floor disorders. in addition aging, obesity, and childbirth increase the likelihood of experiencing these issues. Although pelvic floor disorders are more common in women, men can also suffer from similar symptoms. The American National Health and Nutrition Examination survey reports that nearly one in every men aged 60 and older experience incontinence.

Manufactured in the USA, The Squatty Potty's<sup>®</sup> ergonomic design properly aligns the colon to reduce straining during bowel movements: pressure from frequent straining can contribute to pelvic floor disorders. Featured on The Dr Oz Show and The Doctors, the Squatty Potty<sup>®</sup> was warmly received and positively covered by both shows. Sample visions of these shows can be seen on Youtube.

"I recommend The Squatty Potty<sup>®</sup> to my clients who suffer from constipation and pelvic floor disorders," said Barbara Loomis, a restorative exercise Specialist, certified practitioner of abdominal massage and owner of Nuturance Corp. "Squatting strengthens the pelvic floor by allowing the muscles to be at the correct length for optimal function. Squatty Potty<sup>®</sup> can be a great part of a healing plan to help those with pelvic floor disorders, ar those wanting to prevent issues of the pelvic floor including incontinence, prolapsed organs and constipation."



A network of ligaments and connective tissues known as the pelvic floor, acts as a hammock to support organs, including the bladder and rectum - and in women the uterus and vagina. Pelvic floor disorders, also called pelvic floor dysfunction, may occur in both men and women when the muscles and nerves become damaged or weakened, causing the pelvic organs to prolapse (drop), which can lead to symptoms such as fecal and urinary incontinence.

"Most pelvic floor disorders are tied to the de-evolution of our normal evolutionary biology," said Dr Jack Kruse, Optimal health Coach at Nashville Tenn,-based neurosurgeon specializing in treating chronic neck and back pain. "By correcting our bathroom posture, The Squatty Potty<sup>®</sup> can be a huge help for people suffering from these health problems. Not only is the Squatty Potty<sup>®</sup> aesthetically pleasing, but it can also make a tremendous amount of sense with how we eliminate."



#### A Real Stories From Squatty Potty® customers

#### After Years of Issues... NO MORE PROBLEMS!

Dear Squatty potty staff, my husband has had severe issues with haemorrhoids and irritation for years, many doctor visits and steroid suppositories daily. I came upon the squatty potty on the internet while doing some research. I am an RN. I bought the squatty potty and talked two other coworkers into going in with me to buy bulk for cheaper! Since my husband has been using the squatty potty he no longer has any irritation or problems with haemorrhoids. My coworkers lover their squatty pottys as well and state it makes it much easier to go to the bathroom!!! Thank you. Valerie L.

#### The Darn Thing Works Instantly

Folks, My son, Todd, sent me a squatty potty for my 66th birthday. I thought to myself, what kind of a birthday gift is this contraption? Living 65 years "on my own", I thought I was "going" just fine. How mistaken I was! I don't think I can live another day WITHOUT it. It's absolutely amazing - the darn thing works instantly. Thank you for making my life S0 much more pleasant! Three cheers for the Squatty Potty! Susan F.

#### The Joke Was On Us!

I just wanted to write and let you know how much we love your product! My husband is a gastroenterologist and I bought him a squatty potty as a gift, but mostly just for the humour. Given his career, we often give him "poop" related gifts and gags. The joke was on us! We are both so impressed with the squatty potty. It has made a big difference for both of us and we are still in awe of the simplicity of correcting our body alignment during defecation. He said he will now recommend it to his patients! J.R.

#### Squatty Potty for World Peace

I recently received my Squatty Potty. I'm so happy with this thing. Seriously, it could create world peace, or, at least, settle the Western world down. You should do more radical marketing. It should be featured on Oprah's show. I'm not kidding. S. B.

#### The Best Christmas Gift!

I am so thrilled with my purchase! My daughter has Crohn's disease and my husband has haemorrhoid problems and I have colon cancer in my family and when I read about your product and the benefits of squatting, I knew we needed this. I decided to make it a family Christmas gift, and was worried about their reactions. They had heard about squatting, and were actually anxious to try it. We have never talked so much about our personal eliminations before in our house! We gave full reports all day long, each one of us thrilled with the difference in just one day! Thank you! Monica R.

#### The Queen of Constipation

Dear Squatty Potty People, I ordered a Squatty Potty and I will say IT WORKS! Being the Queen of Constipation, I am now saved! This is a great addition to the bathroom and my health. Everything is coming out... well not roses! Thanks for your contribution to humanity. S. Sheridan, Southern California

#### Squatty Potty Solves My Anatomical Issue!

Dear Squatty Potty, The Squatty Potty is saving me! I have a Rectocele (thinning of the recto-vaginal wall and creation of a pocket) which is an injury many women get during childbirth (mine was an unfortunately fast and furious hospital birth on pitocin.) After thousands of dollars of physical therapy, a proctologist and gynecologist both wanting to do surgery that would have laid me up for weeks, I received my Squatty Potty and it immediately got me into a position which solves my anatomical issue! I have cut down tremendously on my bathroom time and improved my general intestinal health as well! Thank you! Moorea H., Seattle WA.

### I Love My Little Stool Stool!

Hello, My housemate purchased a squatty potty just a month ago. It is amazing how that one little (but gigantic) bathroom habit infiltrates your life. Every time I use a public facility now, I look for something to rest my feet in an elevated position. I am totally sold on the Squatty Potty and wish that there was a portable one (with a case of course, LOL). I would soooooo go for that option! Thank you for making a middle age woman's day (everyday). I love my little stool. LOL Ruth A.

#### Life After IBS (Irritable Bowel Syndrome)!

I was turned on to the squatty potty after seeing it on the doctors show and dr oz. This thing is such a change in the way I do business if you know what I mean. I have had IBS for close to two decades now and this has made such a difference. Its has actually made it easier as well as stopping the urge to go after going. My wife is surprised that my bathroom stay is now extremely short instead of movie watching long. Thanks for a great product and help! Darren A.

#### Is There Anything The Squatty Potty Can't Do?!

My family loves it... it's practically part of the family. I originally bought the Squatty Potty because I was pregnant with my fourth. I knew about the constipation that was going to hit me from the other three. I am always anaemic during my pregnancies and have to take iron. Iron = plugged pipes. I was determined not to have this problem. Not only did the Squatty Potty prevent any and all constipation it helped me feel incredible during my pregnancy. I gained less weight, retained less water, had clear skin and felt great! I was regular and believe me, I felt the difference. One added bonus was that it helped me tone, stretch and get ready for birth. I give birth naturally with midwives attending in a birthing pool. There is no better way to push than in a squatting position. I squatted during my previous birth, but it wasn't as comfortable because my body was use to the position. This time, my body was ready to squat. My son was born after less than 2 hours of labour and 5 minutes of pushing. I recommend the Squatty Potty for every pregnant women. It made such a difference. I hope to get one for our two other bathrooms. I'm tired of fighting my husband and kids to use the downstairs bathroom with our "squatty"! Thank you! - Nikki, Pennsylvania

#### This Product Truly Changes Lives!

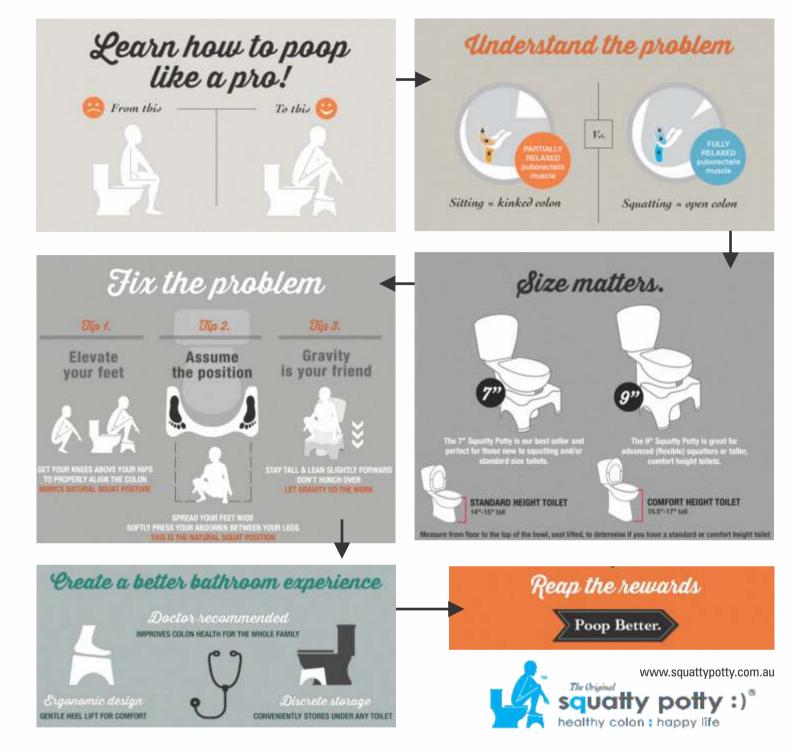
"I learned about the idea behind the Squatty Potty while attending a pelvic floor workshop led by yoga teacher Leslie Howard. Having travelled to parts of the world where squatting is normal, I had never had the physiological benefits of squatting explained as Leslie did. I did some internet research and decided the Squatty Potty was our choice. We've had ours several months, and my husband and I joke about how much smoother everything goes now. I recently had a routine gyn appointment and told my doctor about the Squatty Potty and how I felt it was benefitting me. She was so interested that, after our appointment, she raced off to tell the department's hemorrhoid specialist about my rave review. In my humble opinion, they should be everywhere! When I stay somewhere without a stool, I look around to see what else I can use to squat. My sense of humor about this matches my amazement that I lived so long "going" against my body's design. The western toilet may have been dubbed "the throne," but long may the Squatty Potty reign!" Thanks again. - Mary Keil

#### Proper Bathroom Alignment

"Being able to get into a proper squat isn't just about ideal bowel movements, and reducing bloating and hemorrhoids (as if that isn't enough); squatting can also help strengthen the pelvic floor and prevent low back injuries. Pressure from straining during elimination can cause the nerves that control the Bladder, Uterus and Prostate to become stretched and damaged. Straining can also cause Hernias and Pelvic Organ Prolapse. The great thing about the Squatty Potty is that it raises you up so you can squat over your own toilet and the platform is slightly tilted allowing for those tight calf muscles." - Barbara Loomis, Portland, OR

Come on Australia ... lets hear what you have to say about the matter! Make your comments online ... were' waiting.





#### DISCLAIMER

Important: By using your Squatty Potty product (the "Product"), you (the Customer) are agreeing to be bound by the terms of the Squatty Potty 1-year limited warranty and limitation of liability as set out below. Do not use your Product until you have read the terms of this warranty.

#### LIMITED WARRANTY:

Squatty Potty warrants this Product will be free from defects in material and manufacture for one (1) year from the date of purchase. This warranty does not cover failures resulting from abuse, misuse, alteration, or damage not caused by Squatty Potty, or failure to follow use instructions. No warranty is given as to the service life of the Product. Squatty Potty makes no other warranties or conditions, express or implied, including, but not limited to, any implied warranty or condition of merchantability or fitness for a particular purpose or any implied warranty or condition arising out of a course of dealing, customer or usage of trade. In so far as such warranties cannot be disclaimed, Squatty Potty limits the duration and remedies of such warranties to the duration of the express limited warranty. Some states (countries and provinces) do not allow limitations on how long an implied warranty (or condition) may last, so the limitation described above may not apply to you. If the Product fails to satisfy this Limited Warranty during the warranty period, Squatty Potty will replace the Product. This warranty does not cover labor. The remedy stated in this paragraph is Customer's sole remedy and Squatty Potty's exclusive obligation.

#### TERMS OF USE AND LIMITATION OF LIABILITY:

Some users may experience leg and/or back strain after using this Product. By using this Product, you understand these risks and agree to assume these risks and hold harmless Squatty Potty for any injuries you may sustain from using this Product. Squatty Potty will not be liable for any loss or damage arising from this Squatty Potty Product, whether direct, indirect, special, incidental, or consequential, regardless of the legal theory asserted, including warranty, contract, negligence, or strict liability. Some states and countries do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you.

#### APPLICABLE LAW

This Contract shall be governed by and construed under the laws of State of Utah, excluding its conflict of law rules. The parties agree that the United Nations Convention on Contracts for the International Sale of Goods shall not apply to this agreement.

Warning : Consult physician before use if unsure.



Stand Lands

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