



## Dr. Segal's

Updated 3/16 6:53

**PRONUNCIATION:** Doctor Sea-guhl's

**PRODUCT NAME:** DR. SEGAL'S COMPRESSION SOCKS DR. SEGAL'S DIABETIC SOCKS

**CBSD SATURDAYS - PRICE:** Retail Price: \$ 15 - \$39 / Deal Price: \$12 - \$30 / Discount: Up to 23%



**ON AIR SKUs:** DR. SEGAL'S COMPRESSION SOCKS (singles) DR. SEGAL'S DIABETIC SOCKS (singles and 3 packs)

**LINKS:** [Website](#), [Instagram](#), [Facebook](#)

**TAGLINE:** Fashionable and effective compression and diabetic socks

**WHAT IS THE PRODUCT?** Designed by a Physician with a focus on effectiveness, style, and all-day comfort, Dr. Segal's 15 - 20 mmHg True Graduated Compression Socks offer a fashionable alternative with all the health benefits, while Dr. Segal's Diabetic socks are made to meet the comfort and health requirements of diabetic and neuropathy patients.

### WHAT DOES THE PRODUCT DO?

#### Dr. Segal's Compression Socks:

1. Dr. Segal's Compression Socks are easy to put on, stylish, and effective with a 15-20 mmHg energy compression that will keep your legs looking and feeling great all day.
2. Benefits include boosting circulation and increases leg energy, reduced leg pain and swelling in feet and ankles, reduced risk of varicose and spider veins, reduced risk of blood clots, faster recovery time post-workouts with decreased muscle soreness, more comfortable travel, reduced leg pain and swelling during pregnancy and postpartum.
3. The wide Top Comfort Band keeps the socks from pinching, chafing, or rolling down, ensuring consistent compression throughout the day.
4. The Flat-Felled Seam Construction ensures ultimate comfort and prevents irritation, right to the tip of your toes.
5. Its Terry Cushioned Foot Bed provides extra padding, making them more durable in the high-wear toe and heel areas while giving your feet extra cushioning.
6. Over The Calf: the socks should sit approximately 2 finger-widths below the knee. The sock stays up without sagging or bunching.
7. Anti-Microbial and Silver Ion Wash provides effective odor and stain protection.

#### Dr. Segal's Diabetic Socks:

1. Anti-microbial and moisture-wicking material keeps your feet dry and healthy, preventing skin infections and fungal growth.
2. Protection: Extra padding for injury prevention. Terry cushioning on the entire footbed provides extra protection and comfort.
3. Perfect for anyone with diabetes, other foot issues, or anyone looking for non-restrictive, seamless comfort.
4. The stretchy, non-binding top band allows for a comfortable fit that doesn't sag down, bunch up, or restrict blood circulation.
5. Seamless: The seam on the inside of regular socks rubs on your toes throughout the day. For someone with diabetes, this can result in painful chafing and blisters. The seamless toe in Dr. Segal's diabetic socks works to eliminate uncomfortable rubbing and prevent blister formation.
6. Cotton blend offers natural breathability and softness.



### **HIT POINTS:**

- A fashionable alternative with all the health benefits!
- Designed by a physician with over 25 years of experience.
- Your legs and feet will feel great and look great.

### **WHY SHOULD THE AUDIENCE BUY IT?**

Dr. Segal's Compression and Diabetic Socks are designed for people with diabetes or other foot or leg conditions who need the health benefits and also want a stylish alternative to the typical solid white socks currently on the market.

**ADDITIONAL INFORMATION:** Dr. Segal's was founded in 2012 by a Surgeon with over 25 years of experience to offer a fashionable alternative to the plain, clinical-looking products that were currently available in the market.