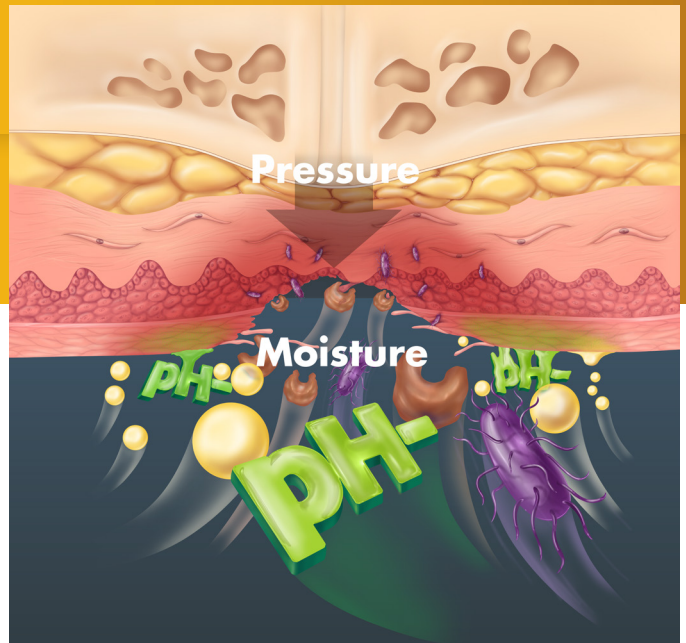


Incontinence-associated dermatitis (IAD)

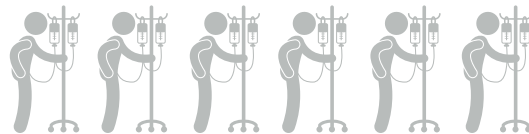
A significant risk factor for pressure injuries

IAD is defined as “an inflammation of the skin that occurs when urine or stool comes into contact with perineal or perigenital skin.”¹ IAD is also a major risk factor for pressure injuries.² Skin damage from a pressure injury occurs from the inside out, but IAD starts on the surface and works inward. When the two occur together, the results can be devastating.

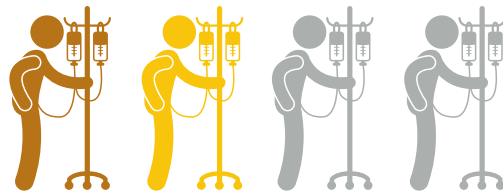


IAD prevalence

47%
of hospital patients are incontinent and of those



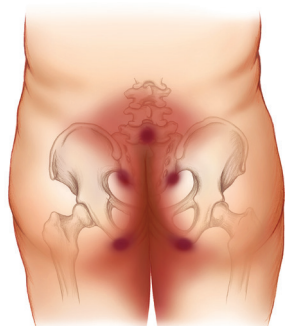
46%
had IAD³



Compared to a patient who is not incontinent, the odds of an incontinent patient developing a pressure injury is:

22x ↑

more likely for a patient with **fecal incontinence**⁴



33%
of hospitalized adults experienced perineal skin damage

38x 

more likely for a patient with **impaired mobility and fecal incontinence**⁴

Treating and preventing IAD

Barrier-impregnated cloth helps prevent IAD and addresses hospital-acquired pressure injuries (HAPI).⁵

A 2015 two-phase evaluation of 200 patients at high-risk for developing IAD and HAPI found that in those who received an intervention that standardized incontinence cleanup with a barrier-impregnated cloth following each incontinent episode, none developed IAD or a HAPI.

0%
IAD or a HAPI



Comfort Shield[®] Barrier Cream Cloths

The all-in-one cloths cleanse, moisturize, deodorize, treat, and provide barrier protection with every use to help promote compliance to incontinence care protocols.

- Helps treat and prevent perineal dermatitis; helps seal out wetness
- CHG compatible
- Paraben free, hypoallergenic, gentle, and non-irritating
- Breathable, transparent dimethicone barrier makes skin assessment easy
- Allows the use of other products such as anti-fungals
- Helps eliminate mess of standard zinc oxide and petroleum-based barriers; makes each cleanup easier

PrimaFit[™] External Urine Management System for Females

When properly positioned, PrimaFit's ultra-soft wicking fabric absorbs and diverts urine away from the patient's skin. Urine is then absorbed into the system's core and suctioned into a collection canister, helping keep the skin dry and addressing a risk factor of incontinence-associated dermatitis (IAD).

- **Flexible fit**—Flex-Fit Core contours to patient anatomy and maintains shape for the duration of use
- **Gentle, stays in place**—Sure-Stay Silicone Adhesive Pad keeps device in place and provides for easy and gentle removal

References

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2. Nix, D. and Ermer-Seltun, J. (2004). A review of perineal skin care protocols and skin barrier product use. *Ostomy Wound Manage*, 50(12), 59-67.
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4. Maklebust, J. and Magnan, M.A. (1994). Risk factors associated with having a pressure ulcer: a secondary data analysis. *Adv Wound Care*, 7(6), 25, 27-28, 31-34.
5. Hall, K. and Clark, R. (2015 Jul.). A Prospective, Descriptive, Quality Improvement Study to Decrease Incontinence-Associated Dermatitis and Hospital-Acquired Pressure Ulcers. *Ostomy Wound Mgmt*, 61(7), 26-30.