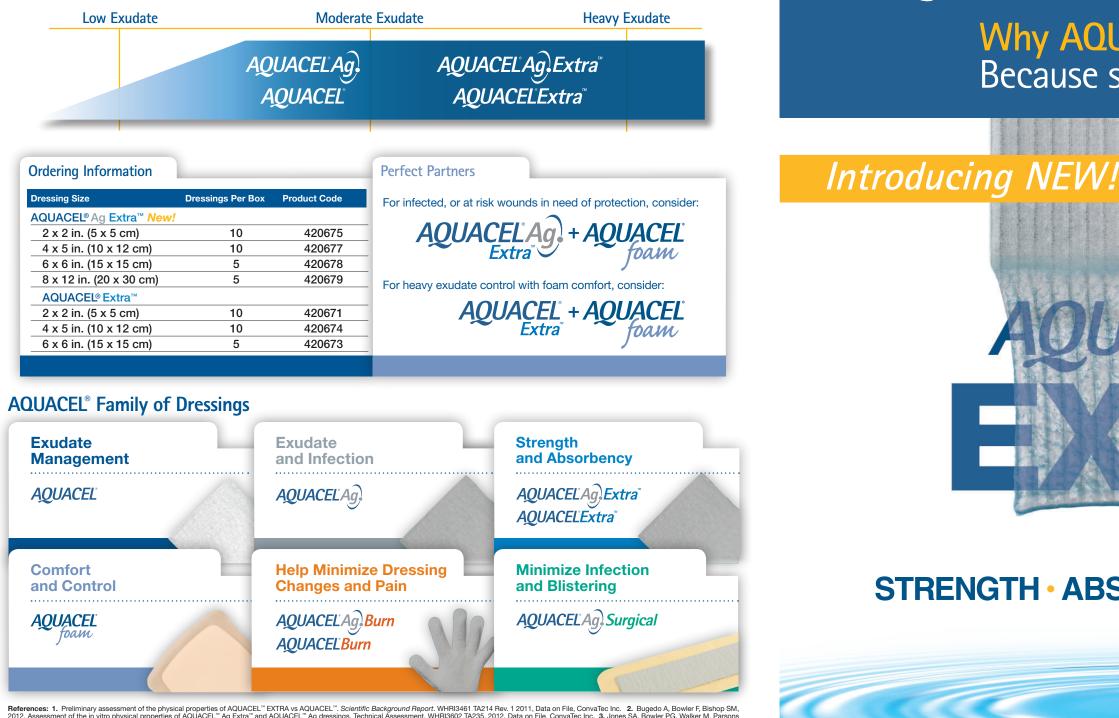
# Manage wounds ranging from low to heavy exudate.



References: 1. Preliminary assessment of the physical properties of AQUACEL" Ag Extra" and AQUACEL". *Scientific Background Report*. WHRI3461 TA214 Rev. 1 2011, Data on File, ConvaTec Inc. 2. Bugedo A, Bowler F, Bishop SM, 2012. Assessment of the in vitro physical properties of AQUACEL" Ag Extra" and AQUACEL" Ag dressings. Technical Assessment. WHRI3602 TA235. 2012, Data on File, ConvaTec Inc. 3. Jones SA, Bowler FG, Walker M, Parsons D. Controlling wound bioburden with a novel silver-containing Hydrofiber" dressing. *Wound Rep.Regen*. 2004;12: 288-294. 4. Bowler PG, Jones SA, Walker M, Parsons D. Microbidal activity of bur wound pathogenes. *J.Bur Care Rehabil*. 2004;25: 192-196. 5. Antimicrobial activity of AQUACEL" Ag against a variety of bur wound pathogenes. *J.Bur Care Rehabil*. 2004;25: 192-196. 5. Antimicrobial activity of AQUACEL" ag against avariety. *Scientific Background Report*. WHRI3409 MA 180. 2011 Data on file, ConvaTec. 6. Waring MJ, Parsons D. Physico-chemical characterisation of carboxymethylated spun cellulose fibres. *Biomaterials*. 2001;22:903-912. 7. Walker M, Hobot JA, Newman GR, Bowler P, Susalian ot acrboxymethylated spun cellulose fibres. *Biomaterials*. 2001;24(5):883-890. 8. Newman GR, Walker M, Hobot JA, Newher P, Susalian ot acrboxymethylated spun cellulose fibres. *Biomaterials*. 2001;9(1):823-4. 11. Bowler PG, Jones SD, Davies BJ, Coyle E, Infection control reporties of some wound dressings. *J. Wound Care*. 1999;8(10):499-502. 12. Dates S, Bowler PG, Walker M, Antimicrobial activity of silver-containing dressings on superficial wound bet and underessing in *V.UVINDS*. 2005;17(1):223-71. 13. Bishop SM, 2012. Use S, Bowler PG, Walker M, Antimicrobial activity of silver-containing dressings in J. *Wound Care*. 2009;6(1):32-34. 11. Bowler PG, Progression towards healing: wound infection and the role of an advanced silver-containing Hydrofiber dressing. Jones S, Bowler PG, Walker M, Antimicrobial activity of silver-containing dressings in thwound chressing in wound chressing in the

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ConvaTec (III)

# Why AQUACEL<sup>®</sup> Ag Extra<sup>™</sup> dressings? Because some wounds demand extra.

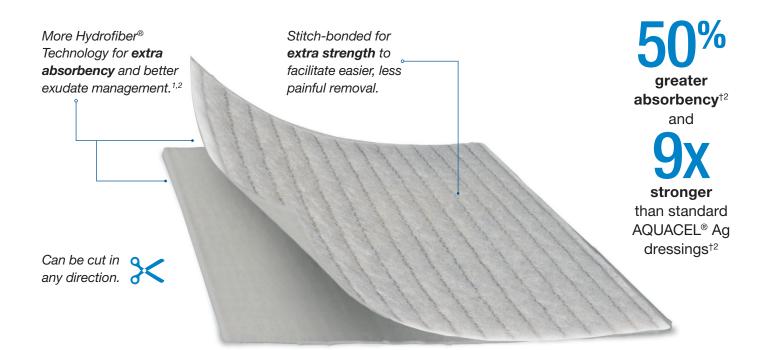


# **STRENGTH • ABSORBENCY • CONFIDENCE**



# Now, there's more to love about AQUACEL<sup>®</sup> Ag, the #1 selling anti-microbial advanced wound care dressing.\*

AQUACEL<sup>®</sup> Ag Extra<sup>™</sup> dressings take Hydrofiber<sup>®</sup> Technology to the next level.<sup>1,2</sup>



\* According to the GHX data ending Q2 2012, AQUACEL<sup>®</sup> Ag dressings sold more dressings in the Silver and Anti-Microbial advanced dressing categories than any other wound care dressing in the United States over the last year.

# **Antimicrobial Activity**

The addition of ionic silver in AQUACEL<sup>®</sup> Ag Extra<sup>™</sup> provides rapid, effective, sustained antimicrobial activity.<sup>†</sup>

- **Reservoir** of silver ions in the dressing for on-demand activity enough to start killing a clinically relevant level of bacteria within **30 minutes**<sup>3</sup> and continue for up to seven days *in vitro*<sup>4</sup>
- Kills a broad spectrum of wound- related bacteria<sup>†3-5</sup>; including:

#### **Antibiotic-resistant bacteria** ("superbugs")

**MRSA (NCTC 10442) MRSA (NCTC 12232)** MRSA (clinical isolate, x 8 strains) VRE (NCTC 12201) VRE (clinical isolate, x 2 strains) Serratia marcescens (clinical isolate) Pseudomonas aeruginosa (NCTC 8506)

† As demonstrated in vitro ‡ Extended-spectrum β-Lactamase **Newly Tested!** Acinetobacter baumannii: (NCTC 13421, 13422, 13424) Community-Associated MRSA: (USA300) Clostridium difficile (C. diff): (NCTC 11382) **ESBL-Producing Bacteria:**<sup>‡</sup>

Escherichia coli (E. coli): (NCTC 13351) Pseudomonas aeruginosa: (NCTC 13437)

#### Tried. More than 15 years of clinical evidence.

True. Unique technology, exclusively from ConvaTec.

#### Trusted.

More than 400 million AQUACEL<sup>™</sup> Dressings sold.



43+

# Hydrofiber<sup>®</sup> Technology

### Only ConvaTec has the One and Only Hydrofiber® Technology

Micro-Contours to Wound Bed<sup>12</sup>



Locks in

**Exudate and Traps** 

Bacteria<sup>\*6-8</sup>



- Minimizes "dead space" where bacteria can grow<sup>12</sup>
  - Maintains moisture balance in the wound bed<sup>1</sup>

\*As demonstrated in vitro

 Provides rapid and sustained anti-microbia activity on demand\*3,4,14 • Forms a cohesive gel

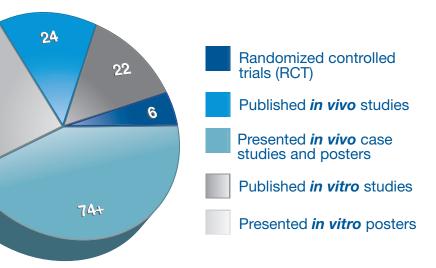
exudate



# AQUACEL<sup>®</sup> Ag dressing is supported by over <u>160 pieces</u> of EVIDENCE showing it CAN work, it DOES work, and it **IS WORTH IT.**

#### The evidence base demonstrates QUANTITY and QUALITY

• A global clinical heritage, across multiple care settings and indications • A wide range of study designs demonstrating *in vitro* efficacy and *in vivo* patient-oriented effectiveness

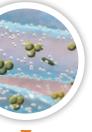


#### Responds to Wound Conditions\*3,4,14

#### Not all Dressings are Created Equal

- AQUACEL<sup>®</sup> Ag Extra<sup>™</sup> provides a unique combination of absorbency, strength and exudate management.
- No other dressing has the benefits of Hydrofiber<sup>®</sup> Technology

Dressing	Absorbence (g/cm²)	% Retained	Combined Wet Tensile Strength (n/cm)
AQUACEL <sup>®</sup> Ag Extra <sup>™2</sup>	0.24	82%	5.2
Maxorb <sup>®</sup> Extra Ag <sup>15</sup>	0.28	39%	2.3
Melgisorb® Ag <sup>16</sup>	0.22	67%	1.6
Silvercel <sup>®17</sup>	0.21	64%	5.5
Seasorb® Ag <sup>18</sup>	0.21	23%	2.4
Silvercel <sup>®</sup> NA <sup>19</sup>	0.20	13%	4.8



when in contact with