



Making the Right Choice is Easy!



Preventing Incontinence Associated Dermatitis



■ Washing without Water



■ Creams & Lotions



■ Special Creams & Ointments

		Normal skin	First signs of IAD	Mild degree of IAD
1 Gentle Cleansing (Wash without Water)	Wet Wash Gloves	✓	✓	✓
	Wet Wash Gloves with 3% Dimethicone	✓	✓	✓
	Washing Lotion	✓	✓	✓
	Washing Foam Aerosol	✓	✓	✓
2 Moisturizing	Skin Care Lotion, 14% fat	✓	✓	
	Oil Spray, 100% fat	✓	✓	
	Skin Care Barrier Lotion, 16% fat	✓	✓	
	Skin Care Ointment, 41% fat	✓	✓	✓
	Zinc Oxide Ointment, 4% Spray-on		✓	
3 Barrier Application	Intensive Care, 70% fat		✓	✓
	Zinc Oxide Ointment, 10% Spray-on		✓	✓
	Zinc Ointment, 20%			✓

Because we care!

Abena takes a holistic approach to incontinence care. Our goal is to improve quality of life for incontinent people by enabling institutions and caregivers to provide the best incontinence care possible.

Our key contribution is to develop, manufacture and offer a complete care program for people with incontinence, ranging from; high quality skin care products, breathable incontinence products to bed protection sheets and more.

We partner with leading experts and health care professionals to disseminate know-how on incontinence care and to offer new solutions that enable people to live their lives to the fullest.

See more at www.abena.com/IAD



BR793/GB/08.2017/Abena Group Marketing



Prevention significantly improves the patient's quality of life, resulting in optimized care & resources.

IAD Skin Care Regimen

Your staff can save time and efforts by following the easy 3-step skin care regimen:



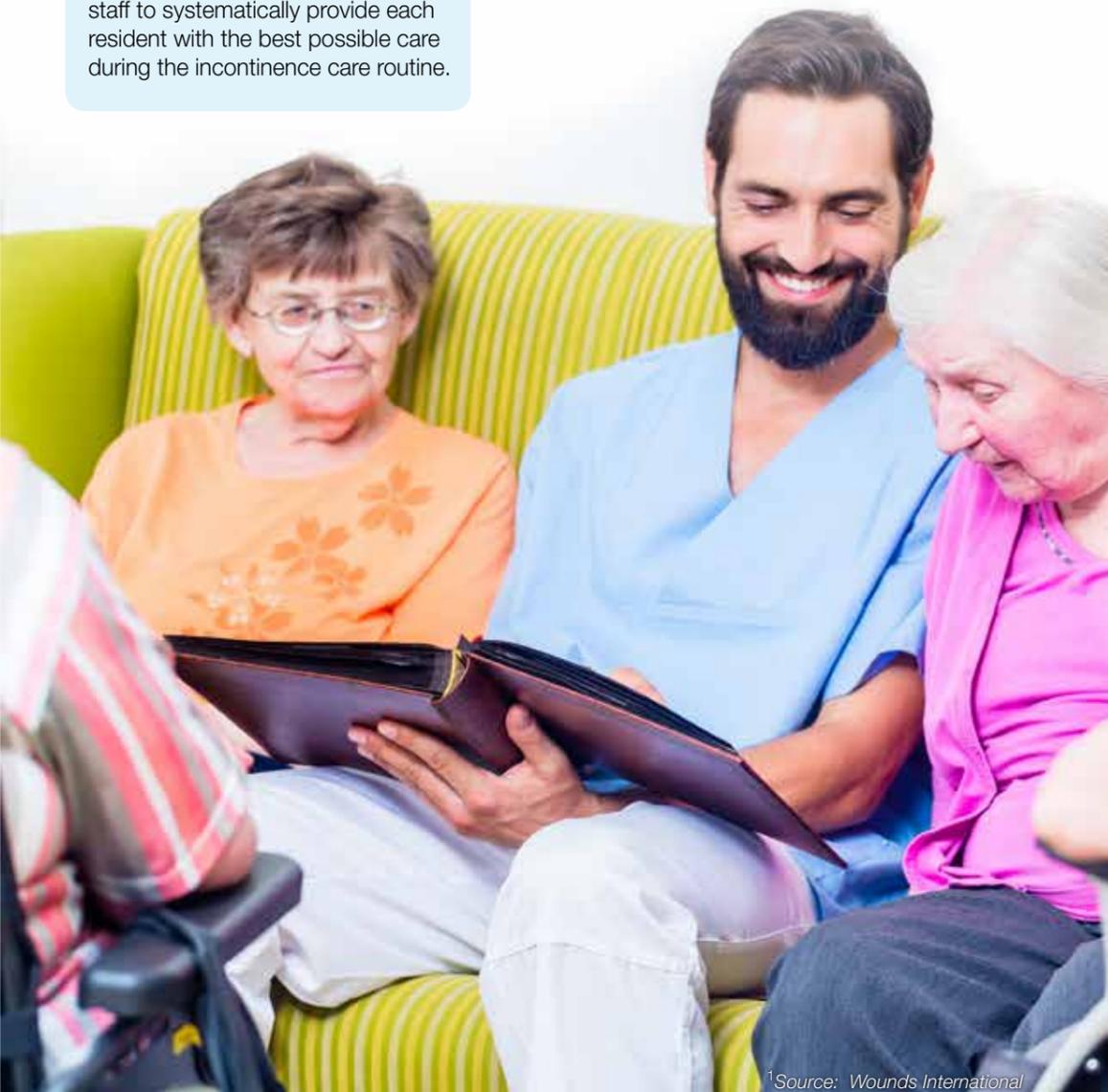
This 3-step process enables your staff to systematically provide each resident with the best possible care during the incontinence care routine.

Abena is with you in the fight against IAD!

With the right skin care regimen and incontinence care routines, IAD can be prevented. Or, if identified early and accurately, IAD can be reduced and cured.

Abena offers you a wide range of products with the right mix of ingredients and application forms for each step. Our experts are ready to give you advice about how to implement the right regimen that meets your residents' needs.

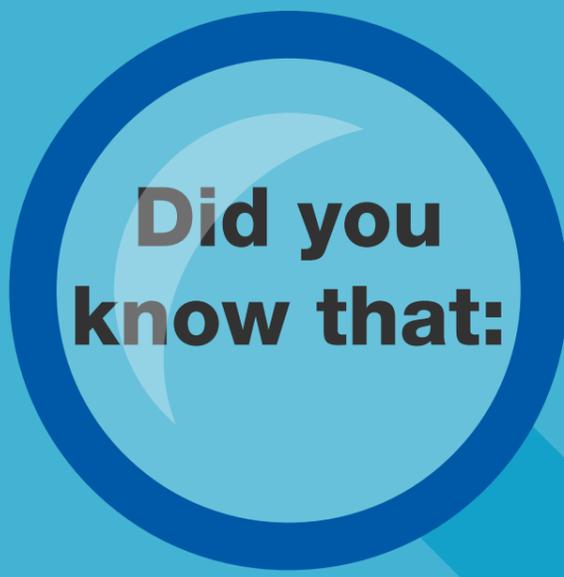
Our product assortment of incontinence-related products ranges from wash-without-water gloves and wipes to soaps, creams, lotions and sprays for cleansing, moisturizing and restoring skin, as well as high-quality, breathable incontinence products and bed protection sheets.



Why to focus on IAD?

Incontinence Associated Dermatitis (IAD) is a condition that occurs when the skin is damaged as a result of exposure to urine and/or feces. It is a highly unpleasant and painful condition that reduces comfort and quality of life. If not treated, it can lead to secondary infections, which is disabling for the patient, and treating it can be complicated as well as time-consuming and expensive.

With widespread prevalence, it is clear that incontinence care and management is an important task in all types of health care settings¹.



Did you know that:

... around **25%**

of nursing home residents suffer from IAD? And all incontinent residents are prone to developing it.

...IAD is a **costly** condition to treat, yet it is often overlooked?

...IAD can be **PREVENTED** relatively easy and with few means?

...preventing IAD is **less expensive** than treating it?

¹Source: Wounds International