

Introducing the new Eakin Cohesive® Packaging



Eakin Rebrand Stage 2: July 2011

Cohesive®

As I'm sure you are aware, we are currently going through a company rebrand. In January we launched our new website and rebranded at corporate level with new stationery, exhibition material and a new-look 'everyday eakin'.

In the last edition of 'everyday eakin' you will have seen our rebranding timeline and will already be aware that in July we are introducing our new Cohesive® packaging. In the following pages I will present the new designs and take you through any changes that you will need to be aware of.

Cartons

From 1st July 2011 you will begin to see the following new cartons in your orders from Eakin:

839001: Large Cohesive® Seals



The Eakin logo and product logo are prominently displayed on the front of the carton

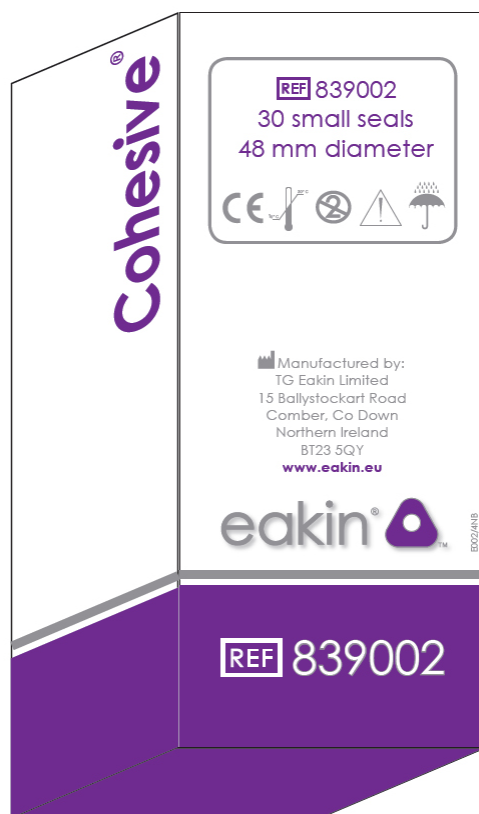


Product Reference Number located on back of carton

Quantity and Size also located on the back

839002: Small Cohesive® Seals

White lid on Cohesive® Seals cartons

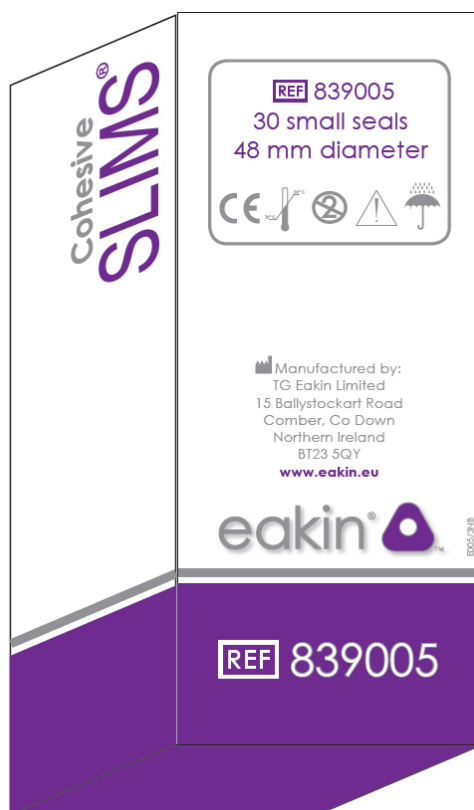


839005: Cohesive SLIMS®

Purple lid on Cohesive SLIMS® cartons



Within the logo the emphasis is now on the word 'SLIMS'.



839003: Large Cohesive® Skin Barriers



839004: Small Cohesive® Skin Barriers



Pack Inserts

Inside the new cartons will be the following pack inserts:

839002 & 839005

eakin  **CE**

Manufactured by:
TG Eakin Limited,
15 Ballystockart Road, Comber,
County Down, Northern Ireland, BT23 5QY
Tel: +44 (0)28 9187 1000
Fax: +44 (0) 28 9187 1111

Cohesive®

Cohesive SLIMS®
REF 839005

Cohesive® Seals
REF 839002

Cohesive®

1 Peel the release paper from the surface of the Eakin Cohesive®.

2 Gently stroke the Eakin Cohesive® towards the base of the stoma or the edge of the wound, fistula or drainage site. This will ensure a more secure seal around the affected area providing maximum skin protection.

3 Gently apply to the skin with a little pressure and hold in place for a short time until the Eakin Cohesive® is fitted securely.

4 Gently stroke the Eakin Cohesive® towards the base of the stoma or the edge of the wound, fistula or drainage site. This will ensure a more secure seal around the affected area providing maximum skin protection.

5 Place any appliance directly onto the surface of the Eakin Cohesive® and hold in place with a gentle pressure until secure.

6 In certain circumstances where the skin is very irregular or extra protection is required more than one Eakin Cohesive® Seal or Skin Barrier can be used to build up or reinforce as is necessary. A combination of different shapes or sizes of Eakin Cohesive® is also possible.

For single use only **Keep dry. Avoid high humidity**

Read instructions for use **Lot / control number**

Store flat in the carton at room temperature. Do not refrigerate **Date of manufacture**

ECOHP/11NB

839001, 839003 & 839004

eakin  **CE**

Manufactured by:
TG Eakin Limited,
15 Ballystockart Road, Comber,
County Down, Northern Ireland, BT23 5QY
Tel: +44 (0)28 9187-1000
Fax: +44 (0) 28 9187-1111

Cohesive®

For single use only **Keep dry. Avoid high humidity**

Read instructions for use **Lot / control number**

Store flat in the carton at room temperature. Do not refrigerate **Date of manufacture**

ECOHP/10NB

Here we have shown the English instructions for use. This has been translated into all appropriate languages

EN

PRODUCT DESCRIPTION
Eakin Cohesive® is a mouldable, moisture absorbing skin barrier designed to protect the skin from harmful attack by aggressive body fluids. Eakin Cohesive® does not have to be cut but can be moulded, rolled, stretched or compressed to any shape to accommodate irregularities in the skin around stomas, wounds and surgical drains. The moisture absorbing properties of Eakin Cohesive®, combined with high tackiness on both sides of the skin barrier, ensures not only that the skin is protected, but that any appliance is held securely in position on the body.

INDICATIONS
Eakin Cohesive® can be used for skin protection as:
• a sealing agent around wounds and surgical drains
• an external packing agent on uneven skin
• an ostomy seal
• a protector of weeping skin
Eakin Cohesive® is suitable for use around ileostomies, colostomies, urostomies, wounds and surgical drain sites.

CONTRA-INDICATIONS
Do not use to cover broken dermis or open wounds.

PRECAUTIONS
1. Store in the carton at room temperature. Do not refrigerate.
2. Each Eakin Cohesive® Seal or Skin Barrier is for single use only.

APPLICATION
1. Always ensure that the area for application or around the stoma is clean, dry and free from traces of grease or cream.

Cohesive®

EN

2. Remove the release paper from both surfaces and gently mould or stretch the Eakin Cohesive® to fit the requirements of your body. Eakin Cohesive® can be gently moulded, rolled, stretched or compressed to any shape to accommodate skin irregularities to obtain a perfect fit. Cutting is not necessary, however Eakin Cohesive® may be cut and rejoined to fit around difficult sites.

3. Gently apply to the skin with a little pressure and hold in place for a short time until the Eakin Cohesive® is fitted securely.

4. Gently stroke the Eakin Cohesive® towards the base of the stoma or the edge of the wound, fistula or drainage site. This will ensure a more secure seal around the affected area providing maximum skin protection.

5. Place any appliance directly onto the surface of the Eakin Cohesive® and hold in place with a gentle pressure until secure.

In certain circumstances where the skin is very irregular or extra protection is required more than one Eakin Cohesive® Seal or Skin Barrier can be used to build up or reinforce as is necessary. A combination of different shapes or sizes of Eakin Cohesive® is also possible.

REMOVAL
Eakin Cohesive® will not harm the skin when being removed from the body.
1. Gently peel the appliance from the body.
2. Remove the Eakin Cohesive® by carefully peeling and rolling from the outer edge of the skin barrier or seal.
3. Remove any residue by gently rolling and peeling.
4. Any emulsifying agent, or medical adhesive remover, can be used to remove tackiness from either the body or the appliance.
Eakin Cohesive® is highly tacky upon both surfaces. This tacky quality is an important feature in maintaining protection of the skin as well as ensuring that the appliance will remain in position free from the risk of accidental removal.

Cohesive®

Blister Lids

The new blister lids that will be used on all Cohesive® products from July 1st will be as follows:

839001



839002



839003



839004



839005



Brochures

Cohesive SLIMS® will be sampled in the same way as before, with 4 blisters placed inside an A5 wallet. The wallet has been updated in the new Eakin branding as below but the content will be the same as before.

"Using Cohesive SLIMS® has given me a totally new feeling of peace of mind in the sense of non-leakage, but more importantly the fact that my skin is totally healed. I have become allergic to everything which is presently available on the market, having been an ostomate for close to 38 years. I travel a lot on business and I no longer have to worry about my leaktomy at all. I can even play golf again."
Cohesive SLIMS® user, Germany

"Mr Eakin, thank you for inventing the Cohesive SLIMS®. I was born early at 25 weeks gestation and when I was 6 days old my bowel perforated and I needed to have 2 stomas made. The stoma nurses are protecting my skin by using trimmed Cohesive SLIMS® around the stomas. This means that the pouch sometimes stays on for a whole week. My skin is not sore at all and I can exercise on my tummy without any leaking. Thanks again."
Love Jessica, Australia"

Cohesive® was developed in Northern Ireland and has been successfully preventing leakage and protecting skin for 30 years.

To find out more please visit our website:
www.eakin.eu

Cohesive®

For total security and peace of mind, choose a stoma seal from the Cohesive® range of products. Take away the worry of leakage and lead your life with confidence!

	Cohesive SLIMS® Leakage prevention, comfort and security for all types, shapes and sizes of stoma. Pack Size: 30 seals REF B3P005
	Cohesive® Seal Small Cohesive® Seals are the same shape and size as Cohesive SLIMS® but are extra thick. They are ideal for extra skin protection, problem skin or people with significant leakage problems. Pack Size: 30 seals REF B3P002
	Large Cohesive® Seal Large Cohesive® Seals cover a larger area of skin around the stoma providing protection over a wide area. They are ideal for people with urostomies or for people who have sensitive skin and find other products cause skin irritations. Pack Size: 10 seals REF B3P001

eakin®

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Cohesive SLIMS®

LEAKS?...NOT ANY MORE

- Cohesive SLIMS® seals sit gently in position on the skin around the stoma before fitting your flange or pouch. They provide a complete seal around your stoma and prevent leakage.
- By preventing leakage, Cohesive SLIMS® seals will make your pouch more secure, giving you complete confidence and peace of mind.
- Cohesive SLIMS® will frequently enable you to keep your pouch on for longer because of the additional security they provide.

More and more people are using Cohesive SLIMS® each year in many countries around the world to find new levels of security, comfort and peace of mind. Why stay in the house when you can go out with confidence, knowing that you are protected by Cohesive SLIMS®.

" I can rely on the Cohesive SLIMS® not to leak. "

" The Cohesive SLIMS® give a better seal and therefore gives me confidence. "

SKIN FRIENDLY

Does the skin around your stoma sometimes become slightly red and sore or irritated?

If the answer is yes, you are not alone. According to a recent study*, 45% of people with a stoma suffer from skin problems near their stoma. However, most of those people were unaware or would not admit that they had problems with their skin.

Sore skin near your stoma is caused by output from your stoma coming in contact with your skin. Many people with stomas think that red skin and slight discomfort close to the stoma is normal and acceptable. However, this can be prevented as the diagrams illustrate:

skin close to the bottom of the stoma is red and sore

Cohesive SLIMS® prevent leaks and protect the skin around the stoma

skin problems are prevented and resolved when Cohesive SLIMS® are used

Why should you put up with sore skin?
If you are unsure about your skin conditions, please contact your local Stoma Care Nurse.

*"Are Professional Skin Disorders Inevitable?" Hestlin, Oleks, Carlson, Hybicki, Karlmark & Jarnac, WCEC Congress, July 2004.

EASY TO USE

- Cohesive SLIMS® stoma seals are quick and simple to use. There is no mess and no nasty "sting" if placed on sore skin. Simply stretch to the shape and size of your stoma and place directly on the surrounding skin.
- Cohesive SLIMS® can be used around colostomies, ileostomies and urostomies and are compatible with all types of pouch.
- Cohesive SLIMS® will not lose their stickiness, so you can handle them as much as you like. If the seal breaks when you stretch it, just stick it back together - it's like Play-Doh®!

How to fit Cohesive SLIMS®

- Clean and dry the surrounding skin.
- Warm and stretch the Cohesive SLIMS® to the right size so that it will fit snugly around your stoma.
- Place the Cohesive SLIMS® on the skin around your stoma. It should fit right up against the stoma all around.
- Fit the pouch in position as normal and hold firmly in position for 30 seconds.

" The Cohesive SLIMS® are easier to use, due to the unusual shape of the stoma and the deep crease on each side, the Cohesive SLIMS® moulded well. "

Cohesive SLIMS®

The sample wallets will be presented in a new display carton pictured left. So the next time you request SLIMS® sample folders you will receive the new design.



Product Catalogues

If you are requesting new Product Catalogues all content will now be in new branding, regardless of product group, as we do not want to mix old branding with new within the one document. Sample pages are shown below:

Example from Sweden





produktguide

Värm till kroppstemperatur

Eakin Hudskydd
ger perfekt passform åt alla ytor.
Fyller ut alla gropar, veck och ojämnheter.

Eakin Hudskydd - med det unika 3-stegsskyddet:

1. Absorberar fukt och bildar en gelartad yta
2. En fuktigt bariär skapas
3. Skadliga enzymer binds till den gelartade ytan och neutraliseras.

Produktkod	Storlek	Antal/ förp	Apotekets Varur
 839001	Stora Eakin-ringen 98 mm i yttre diameter 19 mm inre hå 2,1 mm tjock	10	280776
 839002	Lilla Eakin-ringen 48 mm i yttre diameter 19 mm inre hå 4,2 mm tjock	30	204550
 839005	SLIMS - tunn ring 48 mm i yttre diameter 19 mm inre hå 3 mm tjock	30	203282
 839003	Eakin Hudskydd Platta 100 x 200 mm 2,1 mm tjock	5	280792
 839004	Eakin Hudskydd Platta 100 x 100 mm 2,1 mm tjock	5	280800

Alkoholfritt!











Eakin Pasta


Produktkod	Storlek	Antal/ förp	Apotekets Varur
839004	60 g	1	220028


Cohesive® & Cohesive®
PASTE 2


Example from Switzerland




DER STÖPSEL-VERSCHLUSS - KANN, FÜR STÄRKEREN ABFLUSS, AN DIE DRAINAGEVORRICHTUNGEN ANGESCHLOSSEN WERDEN.

	Beschreibung	Packungsgrösse	Produktcode
	Beutel, Small Für Wunden bis 45 x 30 mm	10	839260
	Beutel, Small + Für Wunden bis 86 x 60 mm	10	839267
	Beutel, Medium Für Wunden bis 110 x 75 mm	10	839261
	Beutel, Large Für Wunden bis 175 x 110 mm	10	839262
	Beutel, Extra large Für horizontale Wunden bis 245 x 160 mm	5	839263
	Beutel mit Behandlungsfenster, Extra large Für horizontale Wunden bis 245 x 160 mm	5	839264
	Beutel, Extra large Für vertikale Wunden bis 245 x 160 mm	5	839265
	Beutel, Extra large Für vertikale Schnittwunden bis 290 x 130 mm	5	839266
	Beutel mit Behandlungsfenster, Extra large Für vertikale Wunden bis 245 x 160 mm	5	839268
	Behandlungsfenster Zu verwenden mit Eakin Wundbeutel	5	839280


 Eakin Behandlungsfenster ermöglichen einen sofortigen Zugang zur Wunde. Zwecks Kontrolle, Verbandwechsel oder Spülen, ohne dass der gesamte Verband abgenommen werden muss. Sie lassen sich beliebig oft öffnen und verschliessen.

 Die Eakin Behandlungsfenster sind mit der ganzen Palette der Beutel, mit Ausnahme von den kleinen Beuteln, in verschiedenen Positionen und Winkeln kombinierbar.

 Das Behandlungsfenster lässt sich schnell und einfach mit dem Beutel verbinden. Es hat eine einzigartige ovale Form und man kann bequem mit den Händen hineinfassen.

UROSTOMIE ILEOSTOMIE COLOSTOMIE



Dank der hochwertigen Pelican-Beutel ist die Versorgung des Stomas einfach und bequem.

- ▲ Hautschutz, der für die Haut sehr angenehm ist und eine bequeme und trotzdem sichere Passform bietet.
- ▲ In individuell zuschneidbaren, sowie in vielen zugeschnittenen Grössen erhältlich.
- ▲ Bequemes und seidenweiches Gewebe, das einen hohen Tragekomfort verspricht.
- ▲ Anatomisches Design, das sich der Körperform anpasst.
- ▲ Dank spreizbarem Vlies wird das Stoma sichtbar, ohne dass der Beutel entfernt werden muss. Es hilft den Beutel einfach und exakt zu positionieren.

COLOSTOMIE PELICAN-BEUTEL - Packung mit 30 Stück

Grössen	Mini transparent	Mini opak	Standard transparent	Standard opak	Maxi transparent	Maxi opak
zugeschnitten 20-65 mm	839438	839426	839414	839402	839401	839400
20 mm	-	839427	839415	839403	-	-
25 mm	-	839428	839416	839404	-	-
27.5 mm	-	839429	839417	839405	-	-
30 mm	-	839430	839418	839406	-	-
32.5 mm	-	839431	839419	839407	-	-
35 mm	-	839432	839420	839408	-	-
37.5 mm	-	839433	839421	839409	-	-
40 mm	-	839434	839422	839410	-	-
45 mm	-	839435	839423	839411	-	-
50 mm	-	839436	839424	839412	-	-
55 mm	-	839437	839425	839413	-	-

Wound POUCHES

5

PELICAN Pouches

6

Pull-up stands

If you are requesting new Pull-up stands they will also be designed in new branding, regardless of product group, as we do not want a mixture of old graphics and new graphics being used at any one conference.

Sample pull-ups are shown below:



Adverts

New branded Cohesive® adverts are available on request from the Eakin Marketing Department. Any adverts being used in publications from 1st July should be designed in the new branding. Please send the dimensions and any other details to your Business Manager.

Rebranding Timeline

At this stage it is only the Cohesive® product group that is rebranding (other than for the purposes of Product Catalogues, Pull-up stands, etc). All other product groups will be rebranded in the following order:



New Product Photos

Updated product photos for the Cohesive® range will be available before the end of July.

Checklist

- ▶ Please check your stock of Cohesive® brochures/ folders and re-order if necessary
- ▶ If you have Eakin pull-up stands please return them to us and we can update the graphics or send the graphics to you to arrange replacement
- ▶ If you require any new adverts for the Cohesive® range please let us know and we can design
- ▶ If you would like any additional information sheets to depict the Eakin rebrand to your customers please let us know
- ▶ If you use the Eakin logo in any other marketing material or on your website please update this when possible.
- ▶ A copy of the new Corporate Identity Guidelines can be found in the Distributor Log-in section of the Eakin website