

> **PRESS RELEASE / For immediate release**

COLOPLAST IMPROVES BIATAIN RANGE OF DRESSINGS TO INCREASE PATIENT COMFORT

Coloplast increases patient comfort with the new features of the Biatain range of foam dressings. The Biatain range offers superior exudate management and high comfort for the many people who suffer from chronic wounds every year.

“With the next-generation Biatain, healthcare professionals can rely on an extensively documented solution¹⁻⁷ when treating exuding wounds,” says Senior International Project Manager, Jane P. Kruse, responsible for the global rollout of Biatain. “Biatain continues to provide faster healing of exuding wounds and has now been upgraded with improved features to increase patient comfort”.

Biatain has been developed and improved in close collaboration with wound patients and wound care specialists around the world. The new features are the softer, more flexible foam with bevelled edges, making Biatain much more comfortable to wear.

Within the Biatain range, ‘Biatain’ targets exuding wounds. ‘Biatain Ag’ releases silver to the wound when in contact with exudate, targeting exuding wounds with delayed healing due to bacteria or where the risk of infection exists. In addition to moist wound healing, ‘Biatain Ibu’ may reduce wound pain caused by tissue damage. Biatain Ibu is the first ever dressing to combine moist wound healing with local release of ibuprofen.

The results of a randomised, comparative, real life study on Biatain Ibu versus local best practice in the treatment of exuding, painful wounds were presented at the 18th Conference of the European Wound Management Association (EWMA) in Lisbon, Portugal. The study, the largest comparative study ever performed for a wound dressing, benchmarks Biatain Ibu against current best treatment practice in 184 wound care centres around the world. It involved 853 patients with exuding, painful wounds from a variety of origins. Highlights of the multi-centre study include:

- Health related activities of daily living, such as appetite, mobility, social activities and overall well-being were significantly higher for patients wearing Biatain Ibu compared to local best practice.
- Biatain Ibu handled exudate significantly better than local best practice.

"At Coloplast we are dedicated to providing the highest level of evidence for our Biatain range of dressings" says Kristina Jensen, Director of Medical Marketing, Coloplast. "This study adds to our significant body of evidence, such as the double-blinded, randomised comparative trial (RCT) for Biatain Ibu⁷ and a similar large-scale real life study which has proven the effectiveness of Biatain Ag in wounds with local infection⁵".

Commenting on the significance of the results, Marco Romanelli, MD PhD, FAAD, President of EWMA, Director of the Wound Healing Research Unit, Department of Dermatology, University of Pisa and lead investigator for the study says:

"Well-being and comfort for patients is crucial for fast and successful wound healing. Evidence from this real life study provides health care professionals with additional information to better inform their treatment decisions in patients suffering from chronic wounds to improve their well-being and health-related activities of daily living".

ENDS

Note to editors:

Making life easier for people with exuding wounds

Wherever there are people suffering from exuding wounds, Coloplast's aim is to make wounds heal faster, thereby improving patients quality of life. We do this by constantly breaking new ground and setting new standards within Wound Care.

Closeness to our customers makes this possible, both for those who use our products and for the professionals who care for them. Our dedication to listening and responding to their needs drives our development of products and services that really make a difference.

By listening to the needs of our customers, we have taken a very important step in improving Biatain so that we can now offer a solution that is setting new standards in both clinical efficacy and patient comfort.

CONTACTS

Kristina Jensen
Medical Director
+45 4911 1931
dkkje@coloplast.com

Emily Holland
PR Manager
+45 4911 2281 / +45 3085 4810
dkemh@coloplast.com

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