



# CONTIPLAN<sup>+</sup>

3-in-1 Continence Care Cloths

**Complete skin care regime  
to cleanse, moisturise and protect  
skin affected by incontinence**

- ✓ Improve skin integrity by an average of 55%\*
- ✓ Generate cost savings up to 40%\*\*
- ✓ Save time equivalent to 1 full-time staff member per home per year\*\*\*

from the makers of

**clinell<sup>®</sup>**

## Incontinence-associated dermatitis (IAD)

Implementing a structured skin care regime is proven to protect against IAD<sup>2</sup>. Global guidance champions 3 steps: cleanse, moisturise and protect<sup>3</sup>.



### Prevalent

IAD is estimated to affect nearly **1 in 5 incontinent patients in acute healthcare facilities**<sup>4</sup>



### Painful

Patients with IAD suffer with **uncomfortable symptoms, poor patient experience and reduced quality of life**<sup>3</sup>



### Preventable

Robust evidence shows that **correct care can prevent IAD and improve patients' symptoms**<sup>3,5</sup>

### Traditional method using soap and water

#### Step 1 Cleanse



Wash basin  
Soap/cleansing product  
Towels

#### Step 2 Moisturise



Moisturisers

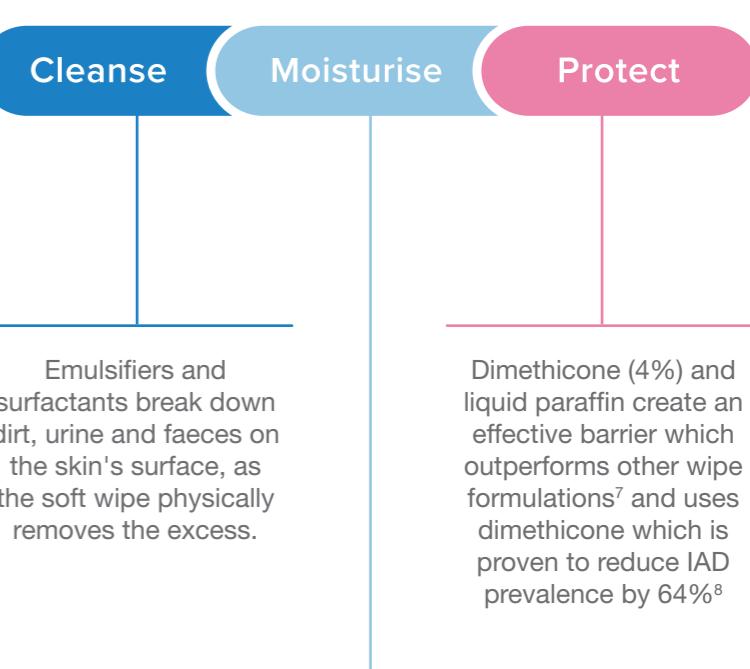
#### Step 3 Protect



Barrier creams

## 3-in-1 continence care with Contiplan

Each Contiplan ultra-soft cloth is soaked in a unique cream-based formula that provides maximum barrier protection to skin affected by incontinence.



Emulsifiers and surfactants break down dirt, urine and faeces on the skin's surface, as the soft wipe physically removes the excess.

Dimethicone (4%) and liquid paraffin create an effective barrier which outperforms other wipe formulations<sup>7</sup> and uses dimethicone which is proven to reduce IAD prevalence by 64%<sup>8</sup>

Skin-friendly lotion formula is shown to protect against signs of IAD damage - lowering trans-epidermal water loss (TEWL) and reducing erythema (redness)<sup>6</sup>

### Use Contiplan to protect against IAD

**For skin at risk of developing IAD**  
No redness and intact skin



**For skin affected by the symptoms of IAD**  
Red but intact skin

