



 **smith&nephew**
SECURA[◇]
Preventive Skin Care

Achieve sustainable pressure ulcer prevention for pennies a day



There is an immediate need for proven prevention



Today, up to 3 million adults suffer from pressure ulcers¹

Pressure ulcers pose a significant public health problem, with incidences up to 38% in acute care settings and 23.9% in long-term care settings. The wide range in incidence rates may be related to inconsistency in methodology²

A pressure ulcer can cost up to \$70,000 to treat per patient and nationally costs the healthcare system close to \$1.6 billion per year in acute care settings³

More than 17,000 pressure ulcer-related lawsuits are filed annually, with individual awards reaching millions of dollars⁴

Guidance changes from the Centers for Medicare and Medicaid Services (CMS) related to the treatment and prevention of pressure ulcers make an effective preventive skin care plan essential

Pressure ulcers and mortality rates

Infections related to pressure ulcers are associated with increased morbidity—even mortality—in bed-bound patients

Pressure ulcers can lead to more severe problems such as infections of the bone, cellulitis, and sepsis

The pain associated with these problems is a JCAHO quality indicator

As seen in one study, these infections have a mortality rate greater than 50%⁵

Pressure ulcers are often associated with high mortality rates due to co-morbidity

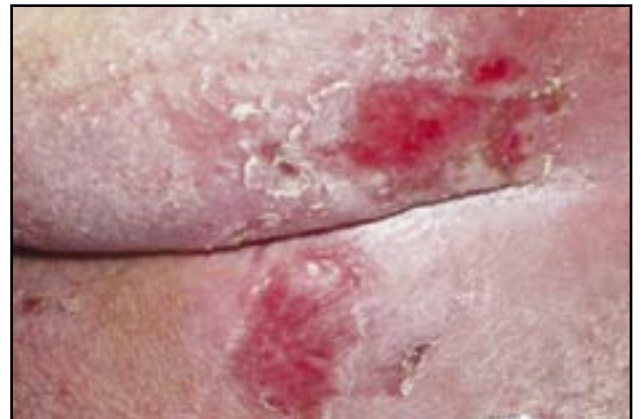
One study correlated the presence of pressure ulcers with a twofold increase in mortality⁶

Incontinence, diarrhea, and *Clostridium difficile* raise the risk

Digestive enzymes excreted via chronic incontinence, severe diarrhea, or ostomy wounds put skin at risk for breakdown

C difficile causes approximately 3 million cases of chronic diarrhea and colitis a year⁷

In one study, 20% of patients hospitalized for various reasons were either positive for *C difficile* on admission or acquired the micro-organism during hospitalization⁷



A successful preventive care plan starts with high-quality skin care products

Preventive skin care is the foundation for excellence in today's healthcare industry

Healthy skin reflects the quality of care received and the standard of care the facility maintains

Not all skin care products are created equally; using high-quality ingredients for skin care makes a difference

SECURA° can help put your plan into action with a 4-step preventive skin care system

Cleanse	Moisturize
Protect	Treat

Cleanse

Traditional cleansing methods, such as soap and water, are more time consuming than a one-step, no-rinse cleanser

Most soaps, which build up residue on the skin that is difficult to rinse, have high pH levels that can interfere with the skin's protective acid mantle

Soap may irritate and remove skin's natural lubricant, leaving it susceptible to dryness, cracking, and skin tears

The SECURA Difference

SECURA cleansers:

Provide no-rinse, one-step cleansing

Aid in removal of urine, feces, or other foreign material

Contain polysorbate 20, benzethonium chloride, and film-forming polymers

Polysorbate 20—A gentle, nonionic surfactant that cleans without irritation

Benzethonium chloride—An antimicrobial agent to control odor and help eliminate pathogens

Film-forming polymer—Protects and moisturizes skin

SECURA Personal Cleanser

pH-balanced to protect the skin's acid mantle

Polyquaternium 4 forms a protective polymer film

SECURA Total Body Foam Cleanser

High-density foam for total body cleansing

No tears

Comforting, not cold, to a patient's skin

Same formula as SECURA Personal Cleanser

SECURA Moisturizing Cleanser

Safety evaluated for pediatric use

Aloe and glycerin condition and moisturize skin

Polyquaternium 10 forms protective polymer film

pH-buffered to protect the skin's acid mantle

Using SECURA Personal Cleanser when integrated into a total prevention protocol was shown to decrease the prevalence of skin tears by 85% when compared with soap and water in a retrospective study⁸

Ordering Information

SECURA[®] Cleansers



SECURA Personal Cleanser		
Item No.	Size	Pkgs/Unit
59430400	8 fl oz	24
59430500	1 gallon	4



SECURA Total Body Foam Cleanser		
Item No.	Size	Pkgs/Unit
59430200	4.5 fl oz	12
59430300	8.5 fl oz	12



SECURA Moisturizing Cleanser		
Item No.	Size	Pkgs/Unit
59430800	4 fl oz	24
59430900	8 fl oz	24

SECURA Protectants



SECURA Extra Protective Cream (EPC)		
Item No.	Size	Pkgs/Unit
59432400	3.25 oz	24
59432500	7.75 oz	12



SECURA Protective Ointment		
Item No.	Size	Pkgs/Unit
59431500	2.47 oz	24
59431600	5.6 oz	12



SECURA Protective Cream		
Item No.	Size	Pkgs/Unit
59431100	1.75 oz	24
59431200	2.75 oz	24



SECURA Dimethicone Protectant		
Item No.	Size	Pkgs/Unit
59432200	4 oz	12

SECURA Moisturizers



SECURA Moisturizing Lotion		
Item No.	Size	Pkgs/Unit
59433400	8 oz	24



SECURA Moisturizing Cream		
Item No.	Size	Pkgs/Unit
59431900	3 fl oz	24
59432000	6.5 fl oz	12

SECURA Antifungal Treatments



SECURA Antifungal Greaseless		
Item No.	Size	Pkgs/Unit
59432800	2 oz	12



SECURA Antifungal Extra Thick		
Item No.	Size	Pkgs/Unit
59432900	3.25 oz	12



Skin knows the difference
Feel more SECURA

Protect

Moisture from perspiration, urine, or feces can reduce skin's strength and its ability to act as a protective barrier

Urine and feces can also affect the skin's natural acid mantle, increasing skin permeability and irritation

The SECURA[®] Difference

SECURA protectants:

Seal out wetness and treat and prevent rash associated with diaper use or continued exposure to urine and feces

Easily removed with SECURA Personal Cleanser or SECURA Moisturizing Cleanser

Contains Dimethicone, Petrolatum, or Zinc Oxide as the active ingredient for skin protection:

Dimethicone—A silicone cream that is transparent upon application and dries quickly, allowing for visual inspection of the skin

Petrolatum—A semi-transparent protective ointment that protects and conditions the skin

Zinc Oxide—A white paste or cream that does not absorb and leaves a non-transparent layer, while it conditions and soothes the skin

SECURA Protective Ointment

Vitamins A and E soothe and condition sensitive skin

Clove oil helps mask odor

Contains 98% petrolatum

SECURA Protective Cream

Aloe, vitamin E, and allantoin moisturize and condition the skin

Pediatrician-tested for safety

Clove oil helps mask odor

Contains 10% zinc oxide

SECURA Dimethicone Protectant

Protects minor skin irritation associated with diaper rash and helps protect from wetness

Helps prevent and temporarily protect chafed, chapped, cracked, or wind burned skin and lips

Can be used after radiation to condition and soothe skin

Absorbs quickly: does not clog briefs

Transparent application allows for visual skin inspection

Contains 5% dimethicone for maximum protection

SECURA Extra Protective Cream (EPC)

Provides a high level of protection for patients with severe diarrhea and incontinence

Will not wash away after repeated exposure to urine and feces

Can be used around the peri-wound and stoma areas to protect from maceration

Contains 30% zinc oxide

Contains karaya to absorb moisture and adhere to weepy, macerated skin

Moisturize

Dry skin affects up to 85% of people over the age of 64⁹

Age related physiologic changes in the skin along with other factors increase the risk for skin tears⁹

An estimated 1.5 million skin tears occur annually among institutionalized elderly patients⁹

Skin tears cause pain and increase the risk of infection

The SECURA[◊] Difference

SECURA moisturizers:

Absorb quickly and are not greasy

Are non-staining

Condition and soothe dry skin

SECURA Moisturizing Lotion

Use daily to replenish moisture and maintain healthy skin

Gentle to sensitive skin

Fragrance free

SECURA Moisturizing Cream

Restores moisture to very dry skin

Use daily or after bathing to rehydrate skin

Contains petrolatum and vitamin E to moisturize and soothe

Treat

Superficial fungal infections pose a serious threat to skin integrity and cause burning and itching

Fungal infections are frequently seen in high-moisture areas, including the perineum and areas such as under the breast and inguinal skin folds

Certain health conditions such as diabetes or sicknesses that leave patients immunocompromised increase the risk for fungal infections

Fungal infections are commonly caused by *Candida albicans* (yeast), tinea corporis (ringworm), tinea cruris (jock itch), and tinea pedis (athlete's foot)

The SECURA Difference

SECURA antifungals:

Contain miconazole nitrate 2%, proven effective against superficial fungal infections

Contain high-quality moisturizers and emollients

Help relieve burning, itching, scaling, cracking, chafing, and redness associated with these conditions

Are pediatrician-tested for safety

SECURA Antifungal Greaseless

Use in areas not exposed to urine or feces

Cream based

SECURA Antifungal Extra Thick

Use in high-moisture areas or areas exposed to urine and feces

Contains zinc oxide

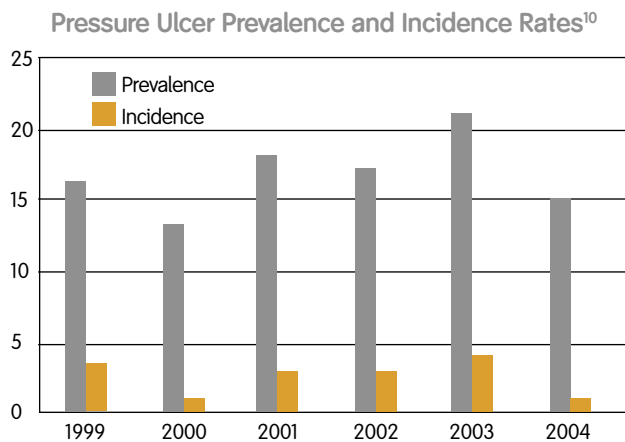
Will not wash away

Contains karaya to control moisture and adhere to weepy, macerated skin

SECURA[◇] provides sustainable, quantifiable results in long-term and acute care settings

SECURA preventive skin care products, when used as part of an overall prevention plan, can help significantly lower the incidence of skin breakdown that can lead to pressure ulcers

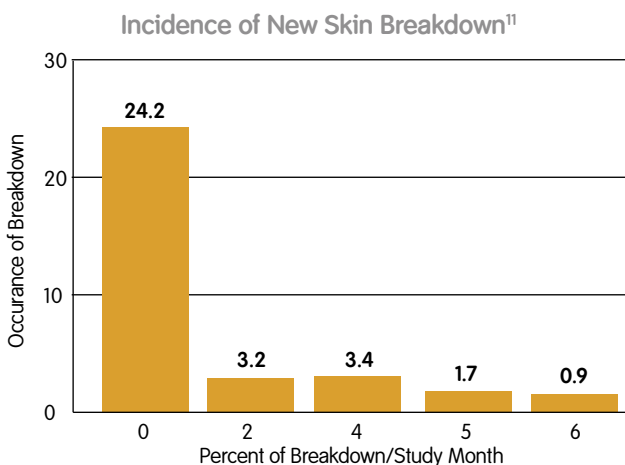
Sustained prevention in long-term care



In a study of high-risk patients in a sub-acute care facility, a 1-3% pressure ulcer incidence rate was sustained over a 6-year study period with the use of SECURA products¹⁰

The total cost of SECURA preventive skin care products in this study was only 46¢ per day per patient¹⁰

SECURA skin care products included Personal Cleanser, Protective Ointment, Extra Protective Cream (EPC), Moisturizing Cream, and Antifungal Extra Thick



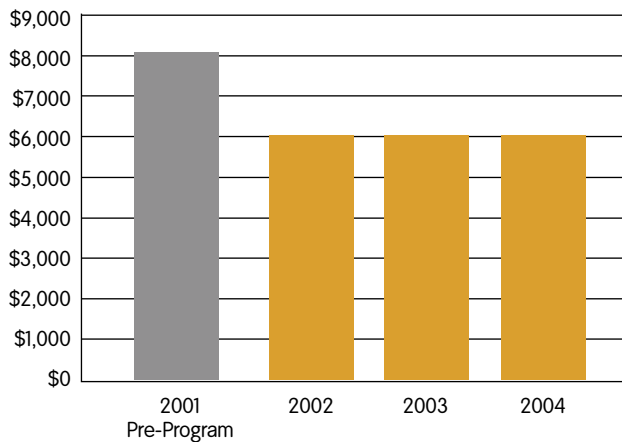
In a separate study, a preventive care program that included SECURA at a 125-bed nursing home saw a 96% decrease in pressure ulcers over 8 months¹¹

Preventive skin care resulted in an estimated cost savings of \$234,355 during this 8-month study¹¹

Smith & Nephew skin care products included Personal Cleanser, Protective Cream, and Moisturizing Lotion

Proven efficacy in acute care

Total Cost Per Year for 5 Skin Care Products¹²



A 3-year study in a 98-bed acute care facility demonstrated a sustained pressure ulcer incident rate of < 2.08% when using SECURA as part of an overall prevention plan¹²

The same study demonstrated that the cost of skin care per patient was only 48¢ per day per patient¹²

SECURA skin care products included Personal Cleanser, Protective Ointment, Protective Cream, Extra Protective Cream (EPC), and Antifungal Greaseless

Bring confidence to your overall prevention plan for pennies a day

Smith & Nephew brings you SKINEQUITY[®], a prevention philosophy that uses knowledge and quality skin care products to create sustainable, quantifiable results

Clinical Resources—Call Customer Care at 1-800-876-1261 or ask your Smith & Nephew Account Manager about Clinical Resource Support that can assist with protocol development and product utilization review and address clinical and educational issues

PST[®] (Practical Success Through Prevention)—Educational program for nursing assistants that focus on assessment, intervention and documentation, and product utilization to help improve patient care, reduce staff turnover, and increase morale

OPTIONS[®]—An education program for nurses offering continuing education credits

Picture Protocol—Customized assessment tool identifies skin conditions

Technical Service—For information about products and ingredients, call Customer Care at 1-800-876-1261

Global Wound Academy (GWA)—Online medical education and training

Using SECURA and SKINEQUITY as part of an overall skin care plan has demonstrated a 90% overall staff satisfaction rate¹³

References

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Wound Management

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