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Dear friends and partners,

In April of this year you received the first issue of our newsletter "Vlesia today", and we were very pleased about the totally positive response to it. Reason enough to present the second issue with current reports on Vlesia to you today.

The second quarter of 2003 has come to a close, and it turns out that the Vlesia products were able to gain acceptance compared to the previous year. One of the decisive factors for this was certainly the comprehensive product relaunch which enabled the provision of incontinence products which, on the one hand, meet the users' needs optimally in quality and functionality and, on the other hand, give the scope so urgently required on the cost side. Even the initial scepticism of some customers whether the thinner absorbent core in *vlesi-*

slip would meet the requirements gave way to complete satisfaction.

This positive development induces me to thank you all for your commitment and your trust in the brand Vlesia. At the same time, I am able to announce that product development has not stopped. *vlesi-slip* and *vlesi-form elast* are now even more absorbent. You will find details on this on the inside pages of this newsletter.

Yours sincerely,

Thilo Eckermann

Cost pressure not easing up

The economic situation in the incontinence care sector is not easing up. On the contrary: according to a current OECD study, the proportion of over 65-year-olds increases by 2 % per year. Because incontinence is typically accompanied by age, the incidence of incontinence will continue to increase. An example of this from Germany: Of the approximately 5 million people with incontinence requiring treatment and care more than 2 million are older than 60, that is 11 % of the senior citizens and almost 30 % of the over 80-year-olds. This extreme age dependency also explains the exceptionally high numbers of incontinent people in old people's and nursing homes. About 80 % of the home residents are incontinent.

However, a trend towards normality, mobility and discretion in hygienic care is also emerging as a consequence of this particularly in "younger senior citizens". In other words, people see themselves not so much as ill but increasingly want to be regarded as "normal consumers". Thus products which are not bulky but are thin and can be worn discreetly and whose fitting features approximate the wearing comfort of normal underwear, like e.g. our *vlesi-slip* and *vlesi-form elast*, have come to the fore for some time.



Today it is possible to lead a normal life despite incontinence not least thanks to reliable and discreet hygiene products. Social isolation has been ruled out as the necessary result of incontinence for a long time.

Proportion of the over 65-year-olds in the world population (OECD statistics):

1960	9.2 %
1990	13.3 %
2000	14.7 %
2010	16.7 %
2020	20.2 %
2030	23.8 %

Vlesia in Germany



Basically, growth and future orientation also mean that organisations must adapt to the changing market requirements. Thus over the past weeks and months we have adapted our complete logistics system to the requirements of an increasingly growing "Euro country".

Thanks to our new delivery location in Germany, we as well as our customers all over Europe can profit from the simplified customs settlement in the EU region. Practically, this means that also administration processes can be minimised.

Customs settlement as well as administration processes will remain unchanged for our partners in the Far East and overseas.

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Best performance with respect to absorbency

New super absorbers provide maximum absorbency

Actually, we and our customers were very satisfied with the recently presented product improvements in *vlesi-slip* and *vlesi-form elast*. But there is still room for improvement, as we can now prove once again. It is the new generation of super absorbers that provide for added absorbency in *vlesi*-products.

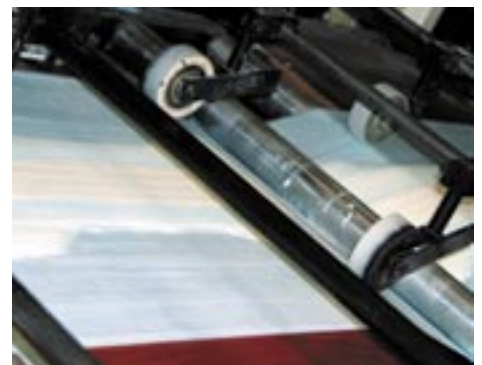
20 % faster absorption of fluid and 30 % better fluid distribution are the optimised values achieved through the use of the new super absorbers in *vlesi-slip* incontinence briefs and *vlesi-form elast* incontinence pads. This reduces the risk of leaks further. Skin protection is also improved because highly concentrated super absorbers ensure reduced re-wetting.

Improvements in *vlesi-slip* in detail

In *vlesi-slip* it was possible to fashion the absorbent core with an "extra flat" design thanks to the new super absorber in conjunction with a special compact technology. Finally, users no longer need to feel impeded by thick absorbent pads in the crotch area. *vlesi-slip* matches the wearing comfort of perfectly fitting underwear better and better, thus following the trend for "discreet" yet perfectly leak-proof incontinence products. Incidentally, inner cuffs in the crotch area which function as a further "leak barrier" also contribute to this high use security.

Products with lower volumes also require much less space during shipment and storage, which in turn lowers transport and storage costs and provides for ecological benefits as well.

***vlesi-slip* and *vlesi-form elast* are also available in the new quality in different sizes for optimum care.**



Thanks to the new compact technology (see photo above) and the use of the new super absorbers, *vlesi-slip* can now be worn even more discreetly. The "thin" product has logistic advantages too: it can be transported with a minimum use of space.

New features in *vlesi-form elast*

vlesi-form elast incontinence pads are now fitted with the new super absorber that absorbs even more fluid.

In addition, they now have fluid-repellent inner cuffs up to the edge. These prevent wetness from permeating outwards.

And a new dry-plus non-woven as an absorbent core cover conducts the fluid almost twice as fast as conventional non-wovens into the absorbent core. Clearly, this helps keep the skin drier.

vlesi-form elast can be optimally fixed with the *vlesi-net pants* and *vlesi-mesh pants* which are new products in the *Vlesia* range (see right).



Reliable care thanks to high tech – great advances thanks to super absorbers

The first disposable absorption products were developed in Europe and the USA from the middle to the end of the seventies of the last century. At that time, the only absorption medium available was cellulose whose absorption capacity was rather below average. Consequently, the products had to be as thick and voluminous as possible to achieve a certain absorbency.

The absorption capacity of the previous cellulose absorbent cores in incontinence products was increased by so-called super absorbent polymers (SAP) only towards the end of the eighties. The granulates from certain polyacrylates were able to absorb three times as much fluid as cellulose. At the same time, they also reduced re-wetting because the granulates are converted into a compact gel through contact with fluid, thus binding the fluid securely. This meant that "thinner" products with higher absorption capacity and better skin protection than that offered by solely cellulose products were now finally available to the users.

But development has continued. Today so-called "highly permeable" super absorbers are used in high-quality products. Their advantage

compared to previous SAP qualities is that they continue to conduct fluid even when the SAP granulate is already saturated. Thus it is possible to incorporate considerably more granulates of the new super absorbers into an incontinence product and to reduce the amount of "voluminous" cellulose, which has had to manage fluid distribution rather on its own so far, even further. The result are "thin" products with very high absorbency that can be worn discreetly.

Superabsorbers can store liquids up to 48 times their own weight, so that only 4.2 g of SAP can absorb 200 ml of urine.



New in the range: *vlesi-net pants* & *vlesi-mesh pants* – highly elastic net pants for secure fixing

***vlesi-net pants* are knitted with a wide-mesh. *vlesi-mesh pants* have a fine-mesh structure without side seams.**

The reliable use of incontinence pads naturally depends on their non-slip fixing to the body. This applies equally to bedridden patients as well as to mobile, active persons affected. Reliable fixing is ensured by the proven highly elastic net pants which are now also available in the Vlesia range: *vlesi-net pants* and *vlesi-mesh pants*.

The two models of net pants are both knitted from highly elastic yarns and are therefore freely

stretchable. They conform excellently to the body's shape, without constriction.

The difference between *vlesi-net pants* and *vlesi-mesh pants* lies in the density of the net structure or in the pattern. *vlesi-net pants* have a wide-mesh net structure, *vlesi-mesh pants* are however finely knitted without side seams, and the legline is fashioned somewhat longer than in *vlesi-net pants*. Net pants without seams should be used particularly in bedridden patients with a high decubitus risk.

vlesi-net pants as well as *vlesi-mesh pants* are easy to use. Thanks to the high elasticity of net pants, the incontinence pads can be easily inserted and changed. Even older patients restricted in their movement can master changing the pads independently.

vlesi-net pants and *vlesi-mesh pants* are not bulky, and are particularly light, soft, and permeable to air. The net pants can be washed and easily re-used repeatedly and are available in 2 or 4 sizes.



Text and Image by a Click

The Vlesia MIS in practical use

Within a few days you will receive apart from this newsletter also the current Vlesia catalogue – featuring a new design and clearly laid out information on all the new and proven Vlesia products.

Of course all catalogue texts and illustrations are available to you as our partner directly in the Vlesia MarketingInformationSystem (MIS) which we presented to you in the last issue already.

With the catalogue we would like to briefly present the functions of the MIS in a “guided tour” to you again.

You can reach the MIS with your web browser at the address <http://mis.vlesia.info>. Then enter your user name and your password to register with the system.

So you can find all the data quickly, we have prepared the catalogue and its contents in a work folder for you, which you will find in the left menu. One click on the green continue arrow next to the work folder “Catalogue 2003” will lead you to the view of the individual topics (Screen 1). The contents of the catalogue are ordered according to products.

To obtain e.g. information on *vlesi-slip* now, click on the project *vlesi-slip* to get to the detailed view. Under the item “Links” at the top right you can now see which individual elements for this product are available (Screen 2). We have prepared the following files for you:

- Overall layout as InDesign and PDF document
- Product airbrush as Photoshop and TIFF file
- Product in use (TIFF)
- Package photo (Photoshop and TIFF)
- Text as Word document
- Commercial sizes and packing as Excel table

You can have more information displayed by clicking the respective element once. To download files directly for use in your advertising media, click on “Files” to display a list of all available formats (Screen 3). The Vlesia MIS offers you several options – e. g. also with optimised image data for use in the Internet.

**Your personal login
for mis.vlesia.info
User name: maier
Password: hans**

