

Dear friends and partners,

In 2004 we have again been successful not only in strengthening our market position with the innovative Vlesia incontinence products, but in improving it further. The reasons for this good performance are diverse: on the one hand the high functionality and quality of Vlesia incontinence products are convincing; they are also obtainable at appropriately competitive prices on the market – and will be in 2005 as well.

On the other hand the relaunch of *vlesi-slip aero* has contributed in a decisive way to extending the market. The perfect product features are seen by users "worldwide" as a very satisfactory solution to many care problems in the management of incontinence (see also page 3).

But our success is also your success. And so we would like to take this opportunity to thank you very much for your commitment and your confidence in Vlesia. It goes without saying that in 2005 our efforts to maintain the attractiveness of all aspects of the range and to make it even stronger will not diminish. The first stage in this process will be the newly designed Vlesia packs that have already been introduced, as requested by many of our friends and partners (see also page 2).

Everyone at Vlesia would like to wish you a Happy Christmas and a prosperous New Year.
Yours



Thilo Eckermann
Marketing & Sales
Manager of Vlesia AG

This year we shall again not be sending out any Christmas cards but will be making a charitable donation.



Royalty-free / CORBIS

Urologists and gynaecologists advise overweight women with stress incontinence urgently to lose weight. A reduction on its own can diminish the degree of severity of incontinence considerably.

Overweight – a risk factor for urinary incontinence

Overweight or obesity is associated with numerous diseases and disease risks. Obesity appears to have an effect on the development and extent of incontinence, especially on female stress incontinence. In any event two thirds of women affected step onto the scales with a few too many pounds.

Excess fat that tends to be deposited around the stomach and waist impairs the functionality of the pelvic support muscles, which again may lead to changes in pressure conditions in the pelvis that favour incontinence. However overweight can also trigger or enhance insufficiency of the pelvic floor muscles thus further weakening the sphincter system at the outlet of the bladder. The result is stress incontinence of varying degrees.

2004 – for Vlesia a year of good contacts

Apart from the fact that we at Vlesia strive to maintain good contacts with our customers on a daily basis, there were two highlights in 2004, which proved to us that we are on the right track.

There was our distributors' meeting in May of this year in which Vlesia customers from six different countries participated. After all had agreed that such a successful meeting with a good atmosphere should be repeated, a distributors' meeting will also take place in 2005. We will let you know the exact date in good time.

Also at the "World of Private Label" of the PLMA we were able to stimulate the interest of many visitors to the exhibition in Amsterdam thus establishing many new business contacts. It therefore goes without saying that we will also be participating in the 2005 trade show, which takes place from 24th to 25th May in Amsterdam again.

For this reason it is the special request of our successful colleagues in marketing and sales, Fortuna Dörig and Stephan Thürlimann, to thank all our customers and partners sincerely for the good and stimulating collaboration of the past year.



Fortuna Dörig and Stephan Thürlimann will make every effort to ensure that 2005 is as lively as 2004.

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New appearance – proven content

Pack relaunch for Vlesia products

Vlesia will begin the New Year with a successful pack relaunch. Incontinence pads *vlesi-well* will be the start, which from the beginning of 2005 will be supplied in an attractive pack. All other packs in the wide Vlesia range will then be gradually switched throughout the year. However the high quality of Vlesia incontinence products is guaranteed to remain unchanged.

With the new, attractive and eye-catching design *vlesi-well* are now also ideal for distribution to pharmacies, the medical specialist trade and all self-service channels. The purchaser will also find all the relevant product details on the back.

The new design is more colourful and clear without dispensing with proven and trusted presentation elements. Instead of the white background all the elements are now on a light and fresh background in the relevant colour code, which continue to be orientated towards the indications for use:

- Blue = slight incontinence
- Yellow = moderate incontinence
- Green = severe incontinence
- Violet = very severe incontinence

The colour coding is also found in the colour bar at the bottom, which runs around the whole pack. This bar always contains the size details, the generic product name in German, English and French and a small illustration of the product. All of these elements enable the product to be identified securely and rapidly.

In the top right-hand corner are the contents per pack, again emphasised by the colour code. The logistical information such as code number, EAN or PZN are now arranged clearly on one side.

On the back using a drawing of the product as an aid, the essential product advantages are again shown in three languages. The generic descriptions in 16 further languages are given on the two sides.

Overall the new pack is convincingly more attractive and modern but at the same time also more practical and secure for daily use.

Code numbers, contents of the pack and all other logistical data of course remain unchanged.

Planning for 2005

During 2005 all the other Vlesia packs will be gradually switched. Related to this the product names will also be modified in some places to make them more „self-explanatory“ for example, „plus“ will be added to products of the same size but which have increased absorption capacity, such as for care at night or in cases of severe incontinence. These names will be used very soon in the new *vlesi-slip* range.





A new structure for the vlesi-slip range

Regarding incontinence briefs Vlesia has one of the widest ranges on the market: 3 models in 4 sizes and 3 absorption capacities permit optimum care for every affected person. All together these quality characteristics are:

- The multilayer absorbent pad with super absorber ensure high absorption strength and storage capacity, but also rapid absorption, distribution and binding of fluid.
- The rapid fluid absorption is increased by a special non-woven, which protects at the same time effective from re-wetting.
- Inner cuffs that resist wetness further improve leak protection.
- The anatomical cut and elastic leg fitting contribute to the perfect fit as does a foil backing, which adapts flexibly to movement.

vlesi-slip compact

For better wearing comfort *vlesi-slip compact* is less voluminous and therefore less conspicuous. This offers the mobile user greater discretion but is also of benefit to the bedridden patient.

vlesi-slip compact is available in the sizes small, medium and large and also in the plus-variety with increased absorption capacity.

vlesi-slip comfort

Fitted with an anatomically shaped, large absorbent pad *vlesi-slip comfort* is the right choice for briefs with high user-security. *vlesi-slip comfort* is available in the sizes medium and large in the plus-variety with increased absorption capacity.

Completely new from January 2005 is the *vlesi-slip comfort premium* variety, with an approx.

20 % increased absorption capacity. In addition *vlesi-slip comfort premium* is also available in the x-large size for a hip circumference of 140 to 170 cm. The premium brief therefore secures the care of patients with very severe incontinence or with types of incontinence where large quantities of urine are discharged at once. Corpulent people are finally also very well cared for with the x-large variety.

vlesi-slip aero

Through its water vapour-permeable but foil backing, which is absolutely impervious to fluids, this brief is something very special, which gives back to the person affected a much better quality of life. The moist air that generally develops in the brief is discharged outside. Consequently heat formation and heat accumulation is decisively reduced, the skin really does stay drier. This considerably improves wearing comfort and minimizes the risk of skin irritations from the beginning. In addition odour-absorbing SAP (super absorbent polymers) qualities are used for *vlesi-slip aero* reliably counteracting any build up of odour.

vlesi-slip aero is available in the plus-variety in the sizes medium and large.

Also already in the new design, *vlesi-slip comfort premium* is presented in three sizes.

It is not difficult to find the right product to meet the needs of the person affected in the wide Vlesia range.



An overview of the vlesi-slip range

Size (Hip circumference)	Absorption capacity		
	normal	increased	maximum
small (50-80 cm)	<i>compact small</i> (1694225)	<i>compact plus small</i> (1694325)	
medium (70-120 cm)	<i>compact medium</i> (1696245)	<i>compact plus medium</i> (1696345) <i>comfort plus medium</i> (6722800) <i>aero plus medium</i> (6722100)	<i>comfort premium medium</i> (6722900)
large (100-150 cm)	<i>compact large</i> (1698245)	<i>compact plus large</i> (1698325) <i>comfort plus large</i> (6732800) <i>aero plus large</i> (6732100)	<i>comfort premium large</i> (6732900)
x-large (140-170 cm)			<i>comfort premium x-large</i> (6742900)

Cost-effective care

Care protocols are helping – now in the MIS

The wellbeing of a person with incontinence but also the security of care depend vitally on how good the incontinence product selected meets the personal needs of the person affected. At the same time this type of individual care will always be the most cost-effective. In this way, both oversupply and undersupply can be avoided.

Care protocols and patient cards are of course available for you to download in the Vlesia MarketingInformationSystem under <http://mis.vlesia.info>.



For individual care organized optimally both from the aspect of care and cost-effectiveness, the needs of the person affected must first be precisely established. This means in practical terms that a protocol must be kept for every person affected, in which all episodes of incontinence and any associated events are recorded. Experts recommend a period of five days for a good evaluation of the individual incontinence situation.

So that the protocol record can be as simple as possible and take as little time as possible Vlesia has prepared appropriate care protocols in the MIS (MarketingInformationSystem). Clearly organized – with symbols for the individual product types and colour coding for absorption strengths and degrees of severity of the incontinence (slight, moderate, severe, very severe) and keys for the individual events – the personal needs of the person affected are quickly established. The product that ensures optimum care is then noted on a card in the next stage, which stays with the person affected. This card is also available in the MIS.

Vlesia active around the globe

When people are affected by incontinence they are confronted with the same problems everywhere for which the Vlesia range of incontinence products offers such a good solution. What does vary however are the country-specific market conditions, governed by the regulations of the relevant health systems. For Vlesia it is taken for granted that they support their partners very specifically in their local marketing activities.

The basis for this is our unique Marketing-InformationSystem (MIS), which enables us to make available our extensive know-how on the subject of incontinence – obtainable at any time and readily adaptable.

But local support is also not neglected. We were therefore very pleased when in autumn of this year together with Roxana and Lucian Balan we were able to hand over and inaugurate the first delivery vehicles from Balko medical (Romania).

The local "Fair for Care of the Elderly" at the exhibition site in Adelaide (Australia) was also a special event. Just opened, our partner Australian Pacific Paper Products (APPP) was able to welcome a large number of interested visitors.



For three days the committed APPP team was at the disposal of visitors to the local fair for care of the elderly in Adelaide providing specific and competent advice.



Thilo Eckermann during the handover of the delivery vehicles to Balko medical, which of course prominently display the Vlesia lettering, establishing Vlesia as a brand.