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Dear friends and partners,

the end of the year is approaching fast, and thus the time has come again to take stock. It was a good year for us, which was characterised primarily by the expansion and intensification of business relations.

We would like to thank you very much for this confidence you placed in us – and in our products – as well as for the friendly contacts. And, of course, we hope that your business year progressed under similarly encouraging circumstances.

In the new year we will concentrate our activities even more on the targeted support of your marketing efforts, as the market reveals distinctly that the provision of high-quality products alone is not sufficient. The various user groups, such as the prescribing practitioners need well-founded information

in order to be able to handle the problem of incontinence which is becoming ever more dominant, in particular in old people's and nursing homes.

In addition, we want to assure you of the continuity in our work because we consider this to be very important in these troubled times.

In the name of all employees of Vlesia we wish you a merry Christmas and a prosperous new year.

Yours sincerely,

P.S.: We are not sending any Christmas cards this year, but we are making a donation to a good cause.



## Website of Vlesia AG in a new outfit

Since October 2003, the website of Vlesia AG has been accessible under the new address of <http://www.vlesia.info> online. The visitor will find detailed information on the services of Vlesia AG and all products in German and English, rendering detailed descriptions, interactive product illustrations and all presentations.

A wide scope is also given to the specialist information on the subject of incontinence – from the reasons of incontinence, the types of incontinence (stress incontinence, urge incontinence, overflow incontinence and reflex incontinence) and suitable diagnostic methods to the various therapies (conservative and operative interventions as well as the supply with aids). The number of visitors since relaunch shows that the information is meeting with widespread interest.

## Vlesia is inviting to the first meeting of distributors

Exchange of experience and knowledge, discussion of market conditions, getting to know each other, new contacts – all of this shall be rendered possible by the first meeting of Vlesia distributors. We are looking forward to welcoming our worldwide customers in Switzerland from 17th to 19th May 2004.

There are many interesting subjects on the agenda: Experts will give an overview of the status quo in the incontinence problem, and report about solution approaches from a medical, nursing and economical point of view.

After a tour of the company Vlesia, comprehensive product information will be given, which includes the presentation of the entire product range as well as new product technologies. Our logistics and marketing partners will contribute to the event. They will present the logistics concept, the Marketing Information System (MIS) as well as the current marketing activities of Vlesia.

Moreover, we are also looking forward to showing you a conference venue in the wonderful "holiday country of Switzerland", and thus we will also try to organise a special supporting programme. We will send out the personal invitations in due time. However, we kindly ask you to note down the dates today already.



The first meeting of Vlesia distributors will take place at Hotel Rebstock, which is idyllically located on the southern side of Lake Constance in May 2004.

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# Hygiene products have to be suitable

## Individual supply only ensures economic efficiency

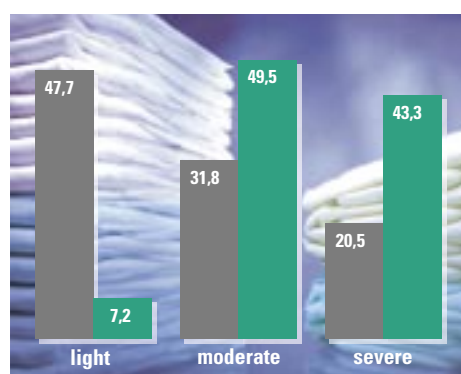
**The complaints about excessive costs in the incontinence care are increasing in number. But, there are possibilities to satisfy the incontinence patients from a nursing point of view as well as from the economic side. The key here is in targeted individual care.**

The wrong application of incontinence products and the inadequate or excessive care of the incontinence patients frequently experienced are problems in nursing which in the end cannot satisfy anybody. If the product does not fit properly, the person affected does not feel well. Frequently the care professionals are frustrated because their efforts do not produce the requested efficiency. The manufacturers and suppliers of incontinence products have to fear that the confidence in their high-quality products dwindles due to the various wrong applications. And, what is more, faulty application – primarily excessive care – causes considerable additional costs which you cannot afford actually in times of scarce resources.

But, what can contribute to solve the problems? A first approach definitely is to help the user of incontinence products – irrespective of whether the person affected, the relatives caring for him and care professionals or the doctor prescribing the incontinence products are concerned – in dealing with the problem by rendering competent information.

Not least because of our many years of experience in this field we at Vlesia have precise ideas which information is urgently required “out there”. Thus, we would like to start this issue of our newsletter with important aspects on the correct use of incontinence products, continuing with the subjects in no particular sequence in the new year. At the same time, we will try to offer you subject-related information which you can use for your own marketing activities. After all, there is no way getting around it: The efficient and economic application of absorbing incontinence products needs to be learnt.

**Studies substantiate excessive care: The grey bars indicate the share of inhabitants with the respective degrees of severity, whereas the green bars show the sales share of incontinence products.**



### Acceptance for the hygienic care with incontinence products needs to be created

Incontinence affects a person's self-esteem considerably, and an incontinence product should not add to this. For this reason, the person affected should be helped in an understanding way to get used to such a care possibility and method, whereby men have more problems in doing so than women. Good consultation on the products available, in particular, is helpful, which requires, however, that the person affected is still very much on the ball. Such a procedure frequently contributes to the fact that the person affected only starts accepting absorbing incontinence products.

### In the centre of our effort: targeted individual care

Urinary incontinence shows itself not only in different types, but also in different degrees of severity – from drop-by-drop to gushy loss of urine. The person affected has to be provided with the incontinence product accordingly. The absorption capacity has to be adapted to the degree of severity of his incontinence as exactly as possible. If this is achieved, all will profit.

The pre-requisite for finding the individually suitable and thus perfect product from a nursing and economic point of view is that the real degree of severity of incontinence is known for a start: How much urine is lost involuntarily in which period of time?

The so-called “pad weight test” is very helpful in the determination of the degree of severity, and it is easy to carry out in an institutional as well as out-patient nursing area. As soon as the individual excreted amount is known, it is not difficult to choose the suitable product with the right absorption capacity from the wide range provided by Vlesia for the person affected.

### Incontinence care should not lead to dependence

Many elderly people suffering from incontinence are still very active basically, nonetheless impaired manual skill and obstructed movement has to be anticipated as a rule. This has to be taken into consideration in the choice of the product. In this

**It is not difficult to find the individually suitable product for the person affected from the wide range of Vlesia products.**

case the person affected cannot handle the product himself and needs help in use, which may set him back considerably in his independence.

Easy-to-apply products are required here, such as the incontinence pad *vlesi-form elast*, which is placed in the *vlesi-net pants* where it is retained safely. During the trips to the toilet, the net pants are handled like briefs. The used pad is pulled out and a new one is put in.

The incontinence pants *vlesi-pants* are equally easy to handle. They can be worn like normal underwear – without opening and closing of tapes – so that many persons affected get along without help.

### Special features have to be taken into consideration in dementia diseases

Confused or demented persons are frequently not able any more to understand their incontinence. For this reason it is frequently difficult to provide them with absorbing incontinence products, which consciously can no longer be accepted any more. In case of pads there is a considerable risk that they are pulled out of the elasticated net pants and are plucked apart. The incontinence briefs, such as *vlesi-slip*, are safer as they fit tightly to the body.

**From time to time the requirements have to be checked! Incontinence may improve, but may also increase. In very few cases will the individual requirements stay the same. For this reason, the care method once chosen has to be checked whether it is still the most suitable.**



## Safely determine the degree of severity with the pad weight test

The pad weight test can be used to determine the degree of severity of incontinence with simple aids. All incontinence products used are weighed over a period of 48 hours. By simple addition the total weight is determined. The total dry weight of the products used is deducted from this total weight. The result represents the total excretion weight for 48 hours, which when divided by 48 reveals the average excreted amount per hour. The weight in gram may be assumed to be the ml volume as the specific weight of urine is almost identical with the specific weight of water.

The respective absorption capacities of all Vlesia products are listed in the catalogue or on the website of Vlesia. Depending on the changing rhythms, the multiplication of the excreted amount per hour with the hours between changing the incontinence products reveals the absorption capacity required.

### Example

Total weight of the incontinence products used in 48 hours	2,900 g
– Total dry weight of the products used	1,024 g
= Volume of urine in 48 hours	1,876 g
/	48
= Average volume of urine per hour	39 g
* Changing rhythms in hours	8
= Theoretical required absorption capacity	312 ml
* Safety factor <sup>o</sup>	2
= Required absorption capacity	624 ml

<sup>o</sup> The safety factor is used as, for example, the average volume of urine determined is not lost steadily.



**In order to achieve safe values you should carry out the pad weight test on about twenty persons. A practical form for the calculation is rendered in the Vlesia-MIS.**

# Correct fitting technique

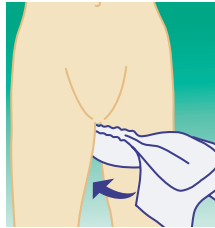
## Important for leak-proof care

With its new compact structure and the t-shaped design of the absorbent pad, *vlesi-slip* briefs are lighter, more compact and more economical today than ever before – at unchanged high absorption strength and thus provided security. On account of

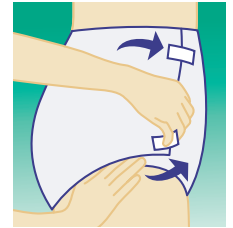
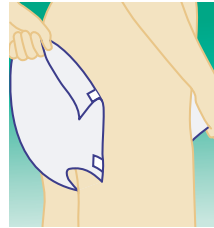
the narrower absorbent pad, the wearing comfort of *vlesi-slip* is further increased in addition. But, the fitting technique applied is also important in order to ensure the correct position of the absorbent pad when putting them on whilst standing up or lying.



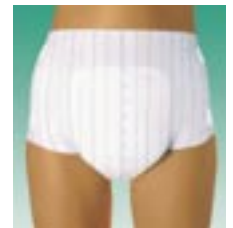
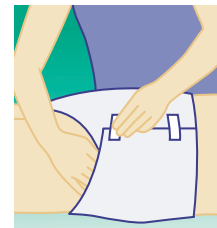
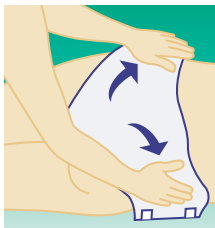
For illustrations of fitting techniques for *vlesi-slip* and *vlesi-form elast*, please refer to Vlesia MIS.



- 1) Unfold the *vlesi-slip* lengthways keeping the foil outside and then apply it by slipping between the legs from the front to avoid transmitting germs.
- 2) Unfold the back part of the *vlesi-slip* so that the wetness indicator is positioned in the elongation of the spinal column. The *vlesi-slip* is positioned correctly when the widening absorbent pad is placed in the area from the upper thighs to the buttocks.



- 3) Secure the *vlesi-slip* to the body and unfold the front absorbent pad. The inner cuffs should fit snugly in the patient's crotch and groin.
- 4) After the two upper adhesive stripes were fastened diagonally downwards, the two lower adhesive stripes are fastened diagonally upwards. Afterwards check whether the *vlesi-slip* was put on properly and positioned correctly.



- 1) First unfold the *vlesi-slip* lengthways keeping the foil outside. Turn the patient onto his or her side and then apply the *vlesi-slip* by slipping between the legs from the front. Afterwards unfold the back part of the *vlesi-slip* so that the wetness indicator is positioned in the elongation of the spinal column. The *vlesi-slip* is positioned correctly when the absorbent pad is placed with the widening absorbent pad in the area from the upper thighs to the buttocks.

- 2) Place the patient on his or her back and spread out the lower backing. Unfold the front absorbent pad. The inner cuffs should fit snugly in the patient's crotch and groin.
- 3) Fasten the two upper adhesive stripes diagonally downwards.
- 4) The lower adhesive stripes are fastened diagonally upwards. Afterwards check whether the *vlesi-slip* was put on properly and positioned correctly.

## Individual advertising media at low costs

With immediate effect, all advertising means contained in Vlesia's MIS can be adapted individually to the design of your company along with your company logo and your address. Thus, the Vlesia catalogue, the fitting instructions and the pad weight test form can be used even better for your own marketing activities.

And this is how it works: You send your requirements including logo as an EPS file by email to [marketing-service@vlesia.info](mailto:marketing-service@vlesia.info) and fax an outline to +49-7321-939841. Our marketing service provider will then adapt the advertising media for you at a lump-sum amount of € 100,-. Your individual version will be rendered available to you as a high-resolution PDF file in print quality through the MIS.



The front and rear pages of the new catalogue of Vlesia company can also be adapted to your company.