

Dear Readers,

Welcome to the first issue of 2011, which you will notice is in our new corporate branding. Thank you for your comments on our rebranding, the response has been very positive.

2010 ended well for TG Eakin Limited, with sales up 14% on 2009. Around 80% of this growth was generated by Cohesive[®] and the Pelican Pouches Convex range, in equal amounts.

The remaining 20% was evenly split amongst the other products. It is fantastic to see such growth in our oldest product range Cohesive[®]. Cohesive Slims[®] more than doubled in popularity while Large Cohesive[®] Seals and Cohesive[®] Paste both saw around 10% growth. A big thank you to all of our distributors for your help in achieving these figures.

In this issue of *everyday eakin*, you will find information on one of our latest products,

Release[™] Deodorising Adhesive Remover, which allows a minty fresh, pain free pouch removal.

Other features include an introduction to our brand new website and extracts from the most recent case studies received from Canada.

Enjoy this issue!

Best Wishes

Jenny



Award winning Cohesive[®] Paste

Alcohol-free Cohesive[®] Paste fought off stiff competition to win the Gold Award in the Nursing Times Product Awards at the end of last year.

The finalists were judged by a prestigious panel of clinical and industry experts to determine the winners in each category. The judges

felt that Cohesive[®] Paste successfully delivered on all the criteria, as it is indeed a stoma paste with a difference. It helps protect peristomal skin, prevent leakage and increase comfort and security. However, the main distinguishing characteristic of Cohesive[®] Paste is of course the fact that it is alcohol free. There is no stinging on application and

it can even be applied directly onto excoriated skin, unlike many other pastes on the market. It is also quick and easy to use and may be used in conjunction with the well-established Cohesive[®] Seals and Cohesive Slims[®], the market leaders in peristomal skin protection since 1980.



Welcome Publicare GmbH!

We are delighted to welcome our newest distributor Publicare GmbH, who will be responsible for distributing a wider range of Eakin products in Austria.

For many years, TG Eakin Limited have been working

very successfully with their Swiss counterparts Publicare AG. Both companies pride themselves on their efficient delivery service to patients and nurses alike. We are very much looking forward to working with such a customer-oriented partner.

At this time, we would also like to thank our previous distributor Allomed Medizintechnik GmbH for their service over the years.

 publicare

NEW

Canadian Case Studies

A huge thank you to all of the Canadian ET Nurses who submitted case studies to our distributors, ConvaTec. It was fascinating to see the impact that Cohesive® and Fistula & Wound Pouches have on patient care on a day-to-day basis. We were delighted with the response, having received over 40 case studies!

The topics covered range from 'paediatric ostomy care' to 'healing of damaged skin' to 'managing fistulae'. Below are extracts from two case studies, full versions of all case studies will be published on our website over the next few months.

Our congratulations go to Chantal Le Duc, ET Nurse at L'Hôpital Sainte-Justine, Montreal, who was chosen as the winner. Her prize is a trip to the ECET Congress later this year in Bologna, Italy - bon voyage Chantal!

1 Managing a complex enterocutaneous fistula by Sylvie Delisle & Carmen Filion.
Partial colectomy for colon cancer followed by multiple abdominal surgical interventions to solve problems, led to the creation of an end ileostomy and a complex, high output enterocutaneous fistula.



Initial pouching was eventually achieved with an ileostomy and a fistula pouch. However repairing or replacing the pouch was carried out on average every day and sometimes even several times per day.

Advantages of Cohesive® and a Fistula & Wound Pouch include improved skin condition around the enterocutaneous fistula, increased wear time to 2-3 days, reduced nursing time and the patient could return home.

2 Increased wear time with Cohesive® by Lauraine Martel.
Peristomal skin is excoriated with several dips around the retracted stoma. Initial wear time is poor. After using Cohesive®, wear time increased to 5 days and the skin excoriation healed.



NEW

Release

DEODORISING ADHESIVE REMOVER

NO STING!

Pain-free removal of pouch and any residue

Advanced silicone-based formula is alcohol-free so it is kind to the skin.

QUICK DRY FORMULA

Dries in seconds

Does not compromise the adhesion of the next pouch.

DEODORISING FRESH SPEARMINT SCENT

Helps to mask odours

Provides increased confidence and discretion.

MOISTURISES THE SKIN

Added Vitamin E content

Helps maintain healthy skin around the stoma.



Q: How do most patients find out about accessory products?

A: 33% of patients discover accessories from journals, 25% at open days, 11% at exhibitions/patient meetings, 8% from dispensing appliance contractors, 7% from other patients and 4% from websites*.

	Pack Size	Product Code
Release™ Aerosol	1 x 50ml e	839023
Release™ Wipes	30 Sachets	839024

Ask your Eakin representative about Release™ today - the minty fresh, pain-free solution for adhesive removal!



* Source: "Accessories or necessities? Exploring consensus on the usage of stoma accessories" by Rudoni, C. and Dennis, H., British Journal of Nursing, 2009, Vol. 18, No. 18.

By this stage, you will have had a chance to have a look through our brand new company website and discover some of the newest features.

Following the survey on our website last year, we have endeavoured to include as many of your suggestions as possible. When asked, 100% of you wanted to see dedicated end user and professional sections. This is one of the main distinguishing features of our new site. **Living with a Stoma** contains a new **Your Questions Answered** section, which allows end users to search around a hundred frequently asked questions on stoma management. Every time, the user is presented with a solution to their problem.



In addition we have incorporated dedicated **User Guides**, which show step-by-step, how to apply products. Also available, is user-oriented product information and an opportunity to request samples.

The **Healthcare Professionals** section includes the same headings, however the information is tailored to professionals. Further product information is presented

in **Research & Publications**, where practical examples of problem-solving techniques have been organised into categories such as 'Management of Fistulae' and 'Paediatric Ostomy Care', for ease of use.

Available to all visitors to the site, are a full range of **Advice for Ostomates** booklets covering many areas of interest, ranging from *Preparing for Surgery*, to *Diet and Lifestyle*.

The feedback we have received to date has been overwhelmingly positive. Thank you all for your comments on how to improve our website.

Versatile Cohesive® Seals



We are always keen to show how versatile Cohesive® Seals are. The photo on the left shows the beautiful shamrocks moulded by Swiss ET Nurses at their annual SVS Congress, while the photo on the right shows how Eakin BV, Netherlands managed to turn their Cohesive® Seals into biscuits!



Rebranding Timeline



A date for your diary

- ★ Bologna, Italy
- ★ 12-15th June.

