

# everyday

Because skin care matters.

# eakin®



Issue No. 14, May 2011

## Dear Readers,

Welcome to the latest issue of *everyday eakin*! As we approach the summer months we are making good progress on the Eakin rebrand and in July we will be starting to introduce the fresh new packaging across the Cohesive® range. The photo inside will give you a preview of what to expect. Within the coming weeks your Eakin representative will be in touch with further information.

Coming soon to the Eakin website are lots of new case studies from the Canadian ET nurses, using Eakin Cohesive® and Eakin Fistula and Wound Pouches in a variety of situations. Enclosed is just a snapshot from two of those case studies which focus on increasing appliance wear time.

As always at this time of year we are preparing for our trip to ECET and very much hope to meet you all there! Keep an

eye on the Events Calendar on our website for details of other events we will be attending over the coming months.

Enjoy this issue!

Best Wishes

*Elaine*



## A look ahead to ECET, Bologna, 2011

We are now on the countdown to ECET 2011 in Bologna, being held from Sunday 12th to Wednesday 15th June.

This year the Eakin booth will be displaying the new corporate branding so keep an eye out for the new purple booth! At our stand we will have samples and product demonstrations

from across the Eakin range and as always you can have a chat with Eakin staff on new products and new ideas.

Within the Bologna Congress, the Eakin booth will be located in the Foyer Europa on the ground floor.

For further information on the event and a detailed look at the Scientific Programme



please visit the event website at [www.11ecet.com](http://www.11ecet.com)

We look forward to meeting you there!

## Welcome Vogt Medical, Russia

We are pleased to inform you that Eakin products are now available in Russia and would like to welcome our new distributors, Vogt Medical.

Currently Cohesive® Seals and Slims®, Cohesive® Paste

and Wound Pouches are available and hopefully this range will be extended to include Pelican Pouches in the near future.

With over 10 years experience in the Russian market, Vogt Medical have their office in



Moscow and distribute Eakin products throughout the country.

# New Case Studies coming soon to the Eakin website

After an excellent response to an Eakin Case Study competition held recently in Canada, we will very soon be posting all case study entries on our website.

With a huge variety of cases covering topics such as the use of Eakin Cohesive® with NPWT, management of fistulae, healing of damaged skin, increasing appliance wear time, caring for a loop ileostomy and paediatric ostomy care there will be over 40 new case studies for you to view.

Keep an eye on our website in the coming weeks for full details but in the meantime here is a sneak preview at some cases taken from the category 'Increasing Appliance Wear time':

## Eakin Cohesive® Seals to Improve the Pouching Process

### Patient history:

- 76 year old female with colostomy from emergency surgery
- Stoma is retracted, patient also has 2 fistulae, large skin folds and some skin breakdown
- Appliance is changed 1-2 times per day

### Eakin Cohesive® Seals used to fill in abdominal creases and create an even pouching surface



- Within 2 weeks of use, improvement of the skin condition was noted and patient noticed less of a burning sensation on her skin
- Wear time improved to 3-4 days.

## The Wear time Challenge

### Patient history:

- 74 year old female
- Suffering from morbid obesity, subtotal gastrectomy, GERD, Osteoarthritis, Type 2 diabetes, hypertension, hyperlipidimia and a permanent ileostomy
- After stoma surgery, bullous lesions formed across the lower abdomen. As the lesions break it causes a challenge for appliance wear time. A variety of 1-piece and 2-piece appliances, wound care managers, ostomy powder and paste were being changed twice per day.

December 2009

November 2010



Eakin Cohesive® Seals were used to build a protective wall around the stoma allowing for the application of NPWT to be applied, as well as providing a secure platform for the ostomy appliance. From this point onwards there were no issues with appliance failures.

# New- look Cohesive® packaging

Following on from the new-look Eakin website that was launched in January this year, we are now ready to introduce the new Cohesive® packaging.

As you can see from the photo on the right, we will no longer be using specific colours to represent product groups. From our research we know that the strongest element of our brand is the Eakin name itself which we have given more prominence on the new packaging. Each pack will feature a crisper, cleaner look with easier to read labelling. Don't worry though – it will still be the same great Eakin product inside.

From 1st July 2011 the new-look packaging will be used for Large Cohesive® Seals (839001), Small Cohesive® Seals (839002), Cohesive Slims® (839005) and Large and Small Cohesive® Skin Barriers (839003 & 839004). New-look Cohesive® brochures will also be available.



And just to remind you, this is when the remaining product groups will be rebranding:

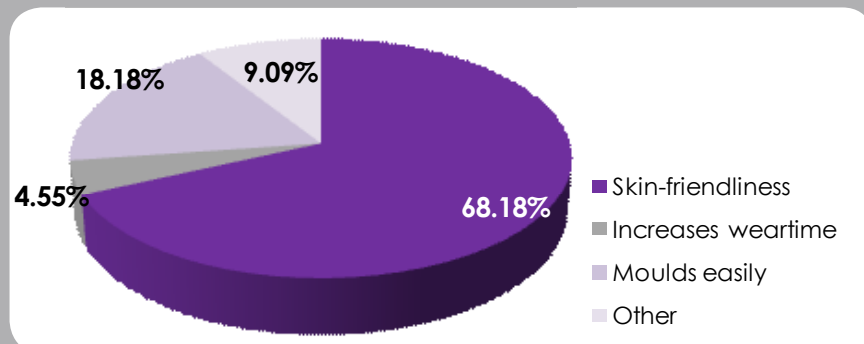


For further information on the Eakin rebrand please contact your Business Development Manager.

## Eakin Poll: Results

For the past few weeks, we have been running a poll on the Eakin website where we have asked users to vote on the following subject:

### What is the most important factor in choosing a skin protector seal?



You can place your vote by visiting the Eakin website homepage and follow the link for 'Eakin Poll'.

Or if you would like to suggest a topic for the next Eakin poll please contact us.

# ESPEN Conference, Gothenburg



The European Society for Clinical Nutrition and Metabolism (ESPEN) are holding their 33rd Congress of Clinical Nutrition and Metabolism and for the first year TG Eakin Ltd will be exhibiting at the event.

Being held from Saturday 3rd to Tuesday 6th September in Gothenburg, Sweden, the Congress covers a broad range of scientific areas relating to nutritional science.

At the Eakin booth we will be demonstrating the use of the Surround Skin Protector, designed specifically for protection of feeding and

drainage tube sites. Based on the same principles as Eakin Cohesive®, Surround's skin friendly formulation will provide unrivalled skin protection against harmful tube site output, prolonged moisture damage and bumper pressure sores.

As the pictures on the right show, Surround fits discreetly between the tube bumper and the skin to provide an optimal moist healing environment.

The event is being held at The Swedish Exhibition and Congress Centre/Svenska Mässan, Gothenburg and TG Eakin Ltd will be situated at Booth 18.

We hope to see you there!



## Mould a Seal Competition - South Africa



The winning entry 'Miss Eakin'

At the recent SASA Congress in South Africa TG Eakin Ltd ran a 'Mould a Seal' competition where the nurses were asked to mould something using Eakin Cohesive® Seals, demonstrating their unique flexibility and mouldability.

The competition winner was Lidia Krijt who moulded Miss Eakin.



Pictured L-R: Roné Sills from Manta Medical, competition winner Lidia Krijt and Aaron Hewitt from TG Eakin Ltd

## Upcoming Events

### MAY 2011

- ★ **3rd - 6th:** Dt. Ges. f. Chir. ICM München, Germany
- ★ **11th - 12th:** Pflegekongress Bremen, Germany
- ★ **13th:** Le recyclage des stomathérapeutes, Bordeaux
- ★ **25th - 27th:** EWMA 2011, Brussels

### JUNE 2011

- ★ **1st - 4th:** 9 kongres Hrvatskog društva za digestivnu kirurgiju, Opatija, Croatia
- ★ **12th - 15th:** ECET, Bologna, Italy
- ★ **23rd - 24th:** 5th International Conference "Russian School of Colorectal Surgery", Moscow
- ★ **23rd - 25th:** DGfW Kongress Hannover, Germany

### JULY 2011

- ★ **3rd - 7th:** AASTN, Cairns, Australia
- ★ **20th - 22nd:** Jahrestag. Bayer. Chirurgen München, Germany

For further details on any of these events, please visit our website and under the 'News' tab select 'Events' to view our new Events Calendar.