

2008-2018

10 YEARS
EXPERTISE &
INNOVATION

TOTAL BARRIER PROTECTION™

A Complete Cost-Effective Treatment Strategy
Against Moisture-Associated Skin Damage



PREVENT.

PROTECT.

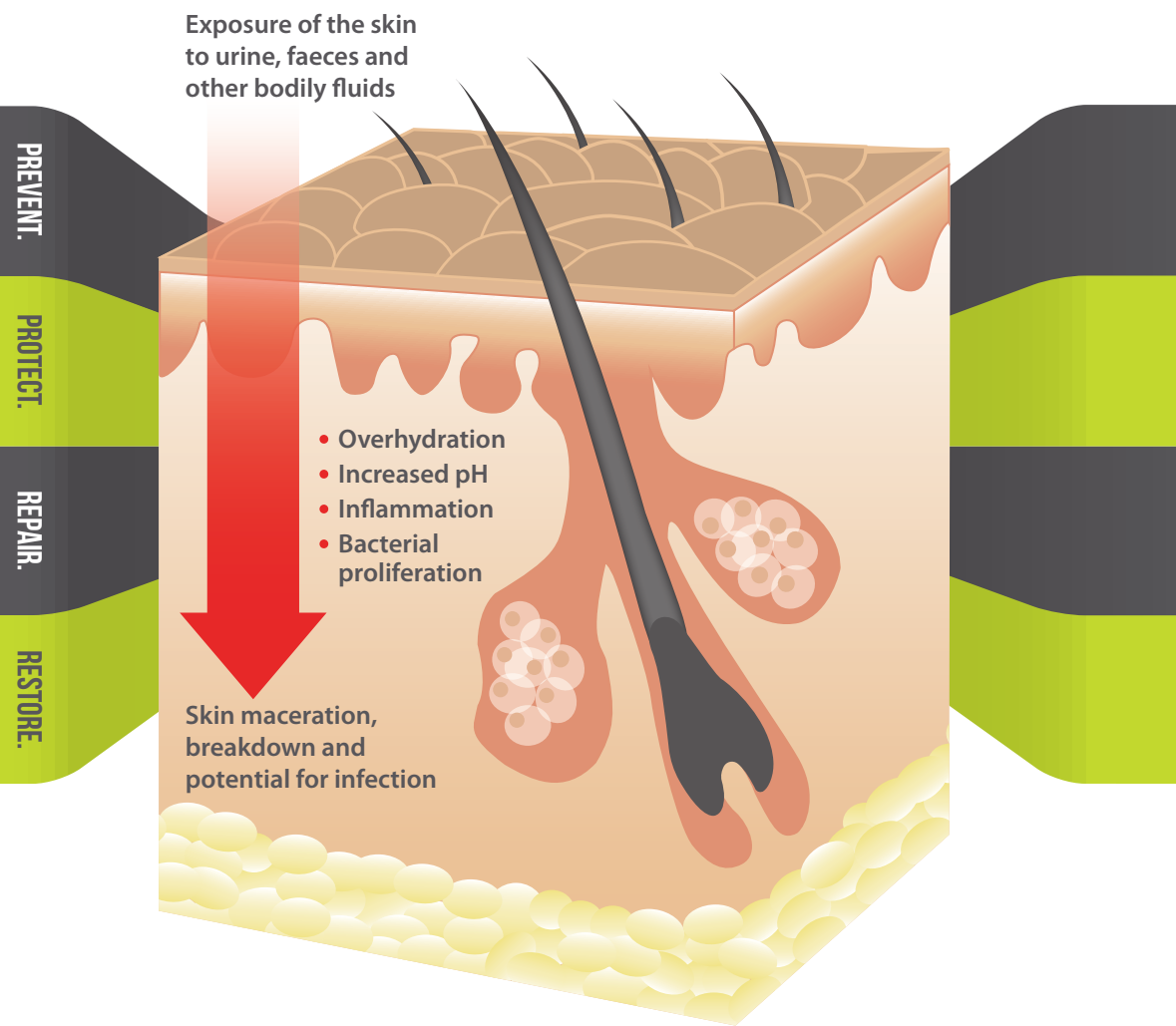
REPAIR.

RESTORE.

MOISTURE-ASSOCIATED SKIN DAMAGE

Effect of Excessive Moisture on Skin Integrity

Moisture-Associated Skin Damage (MASD) is the result of prolonged exposure of the skin to moisture, such as urinary and faecal incontinence and other bodily fluids (sweat, wound exudate, saliva), which causes skin disruption and breakdown.



Moisture-Associated Skin Damage Severity

	Mild Skin Damage	Moderate Skin Damage	Severe Skin Damage
Redness	Light erythema with diffuse irregular borders	Moderate erythema	Dark or intense erythema
Skin Integrity*	Intact, irritated skin at risk of breakdown	Small areas of damaged skin (<50%)	Large areas of damaged skin (>50%)
Lesion Type	Skin dry, intact, not blistered	<ul style="list-style-type: none"> Skin usually appears shiny and moist Weeping Pinpoint areas of bleeding Small blisters 	<ul style="list-style-type: none"> Areas of denudement (partial-thickness skin loss) Large blister Oozing/bleeding

Photos used with kind permission from Wounds UK and Maria Hughes, Wirral Community NHS Trust.
 *Adapted from Skin Excoriation Assessment Tool (NATVNS-Scotland).

PROTECT YOUR SKIN WITH TOTAL BARRIER PROTECTION™

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Effective Skin Barrier Protection



- Long-lasting protection from MASD caused by bodily fluids (up to 72h)
- Helps prevent MARSIs caused by adhesive products
- Prevents maceration, skin damage and friction-related trauma
- Can be applied to intact or damaged skin
- Resists wash-off
- Transparent formula allowing skin monitoring

Increased Patient Safety and Comfort



- Skin-friendly formula to prevent skin sensitivity and allergy:
 - ✓ Alcohol, fragrance, latex, parabens and phthalates free
 - ✓ Not made with natural rubber latex
- Non-Sting formulations
- No removal needed and less applications required
- Suitable for use on paediatric patients





Easy to Use



- A specific product for all skin damage types (mild, moderate and severe)
- Several formats available suitable for all skin damage size and body location
- Does not block absorption of incontinence pads
- Does not decrease tape or dressing adhesion

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Indications & Causes

Indications	Causes	Location	Product Recommended	
Incontinence-Associated Dermatitis				
	Protection of intact skin at risk of breakdown due to fragility and incontinence	Fragile skin Urine and/or faecal incontinence	Perineum, sacrum/buttocks, upper thighs, groin	<p>Recommended product depending on the skin damage severity:</p> <p>MEDI DERMA-S Total Barrier Cream for prevention, mild skin damage and areas of dry skin</p> <p>MEDI DERMA-S Total Barrier Film for moderate skin damage</p> <p>MEDI DERMA-PRO Foam & Spray Incontinence Cleanser followed by MEDI DERMA-PRO Skin Protectant Ointment for severe skin damage</p>
	Prevention and treatment of Incontinence-Associated Dermatitis For irritated or damaged skin	Urine and/or faecal incontinence	Perineum, sacrum/buttocks, upper thighs, groin	
Intertrigo/Intertriginous Dermatitis				
	Moisture-Related Skin Damage in skin folds	Perspiration, friction, warmth	Axillae, buttocks, groin, inner thighs, under breasts, under apron, neck creases	MEDI DERMA-S Total Barrier Film
Periwound Dermatitis				
	Macerated and/or excoriated periwound skin	Excessive wound exudate	Skin damage occurring within 4cm of a wound edge	MEDI DERMA-S Total Barrier Film Applicator

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Indications & Causes

Indications	Causes	Location	Product Recommended
Peristomal Dermatitis			
 <p>Redness, excoriation and/or maceration surrounding a stoma</p>	<p>Stoma leakage: Urine, faeces</p> <p>Mucus/Bodily secretions</p>	<p>Immediately surrounding a stoma, such as colostomy, ileostomy, urostomy, gastrostomy or tracheostomy</p>	<p>MEDI DERMA-S Total Barrier Cream for prevention or mild skin damage</p> <p>MEDI DERMA-S Total Barrier Film Applicator or Wipes for moderate skin damage</p> <p>MEDI LIFTEEZ for safe adhesive removal</p>
MARSI (Medical Adhesive-Related Skin Injury)			
 <p>Medical Adhesive-Related Skin Injury (MARSI): Skin stripping</p>	<p>Related to adhesive dressing or device removal (wound dressings, tapes, stoma pouches and electrodes/monitoring devices)</p> <p>Often associated with prolonged usage, repeated application and removal</p>	<p>IV site</p> <p>Anywhere tapes, dressings or devices are secured to the skin</p>	<p>MEDI DERMA-S Total Barrier Cream or MEDI DERMA-S Total Barrier Film for protection of skin underneath adhesives</p> <p>MEDI LIFTEEZ for safe adhesive removal</p>
Paediatrics			
 <p>Nappy rash/ Napkin-Associated Dermatitis</p>	<p>Urine & faeces, friction</p>	<p>Perineum, sacrum/buttocks, upper thighs, groin</p>	<p>Recommended product depending on the skin damage severity:</p> <p>MEDI DERMA-S Total Barrier Cream for prevention, mild skin damage and areas of dry skin</p> <p>MEDI DERMA-S Total Barrier Film for moderate skin damage</p> <p>MEDI DERMA-PRO Foam & Spray Incontinence Cleanser followed by MEDI DERMA-PRO Skin Protectant Ointment for severe skin damage</p>

NAD photo used with kind permission from
Sheena Huish, University Hospitals Plymouth NHS Trust.

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MEDI DERMA-S Total Barrier Cream

- Restores skin hydration and maintains restored skin integrity
- Reduces erythema, pain and itchiness
- Smooth and easy-to-apply formula
- Only a small amount needed - 'Pea-to-palm' application
- Paraffin and lanolin free

MEDI DERMA-S Total Barrier Film

- Up to 72h protection from MASD
- Provides a breathable, transparent coating without rubbing
- 5 formats available for all wound types and sizes
- Ideal for skin folds, periwound, peristomal and I.V. site protection

MEDI DERMA-PRO Foam & Spray Cleanser

- Effectively removes dried-on bodily fluids
- Soft, non-sticky skin feel
- No-rinse, pH-balanced formula - minimising skin rubbing and potential friction damage
- Foam & spray modes allow for easy application for difficult-to-reach areas

MEDI DERMA-PRO Skin Protectant Ointment

- Repairs severe skin damage by providing a barrier from moisture and irritants, assisting the body's natural healing process
- Adheres well to moist and dry skin
- Paraffin, petrolatum, and lanolin free

MEDI LIFTEEZ Adhesive Remover

- Starts breaking adhesive bonds on application
- Effectively removes ostomy pouches, adhesive devices or dressings
- Prevents MARS - minimising the potential for skin stripping
- Minimises pain on dressing removal



CREAM FOR **MILD** SKIN DAMAGE

FILM FOR **MODERATE** SKIN DAMAGE

OINTMENT FOR **SEVERE** SKIN DAMAGE

LIFTEEZ FOR **MINIMISING** SKIN STRIPPING

SKIN DAMAGE METER

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Application Guide

MEDI DERMA-S Total Barrier Cream	<ul style="list-style-type: none"> • Application twice daily or at each device change when used underneath adhesives • 'Pea-to-palm' application - a pea-sized amount of cream to cover an area the size of your palm. Do NOT over-apply
MEDI DERMA-S Total Barrier Film	<ul style="list-style-type: none"> • Application every 24h-72h, depending on frequency of cleansing and severity of incontinence • At each dressing or device change when used underneath adhesives • Allow to dry fully: 5-30 seconds depending on format, and hold open skin folds until dry
MEDI DERMA-PRO Foam & Spray Incontinence Cleanser	<ul style="list-style-type: none"> • For cleansing • Use foam mode for difficult-to-reach or heavily soiled areas • No-rinse formulation
MEDI DERMA-PRO Skin Protectant Ointment	<ul style="list-style-type: none"> • After each episode of incontinence or when there is no visible sheen on the skin, following cleansing with MEDI DERMA-PRO Foam and Spray Incontinence Cleanser
MEDI LIFTEEZ Adhesive Remover	<ul style="list-style-type: none"> • Before each dressing or device removal, especially on very fragile skin • Aerosol: Spray over porous dressing or device for instant removal. If non-porous material, lift edge of dressing or device, and gradually spray underneath. Can be sprayed at any angle • Wipes: Lift edge of dressing or device and gradually wipe underneath. Will remove adhesive residues left on the skin by ostomy pouches, adhesive devices and dressings • No-rinse formulation



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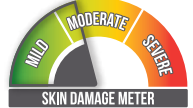
RESTORE.

Ordering Information (DT Location: Section IX C)

Format	Selling Unit	Product Code	PIP Code	NHS-SC Code
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MEDI DERMA-S

Total Barrier Cream - Non-Sting



Sachet - 2g	20 Pack	60338	341-3317	ELY536
Tube - 28g	1	60628	388-3121	ELY563
Tube - 90g	1	60345	341-3325	ELY538

MEDI DERMA-S

Total Barrier Film - Non-Sting



Aerosol - 50ml	1	60819	389-7139	ELY561
Pump Spray - 30ml	1	60796	389-7121	ELY562
Wipe	30 Pack	60307	341-3184	ELY788
Sterile Applicator - 1ml	5 Pack	61076	362-8716	ELY532
Sterile Applicator - 3ml	5 Pack	61090	362-8724	ELY533

MEDI DERMA-PRO

Foam & Spray Incontinence Cleanser - Non-Sting

Skin Protectant Ointment - Non-Sting



Cleanser Bottle - 250ml	1	63582	399-6923	ELY608
Ointment Tube - 115g	1	63605	399-6931	ELY607

MEDI LIFTEEZ

Adhesive Remover - Non-Sting

Aerosol - 50ml	1	60833	389-7147	EXC041
Wipe	30 Pack	60321	341-3309	EXC042



Medicareplus
INTERNATIONAL Est. 2008



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