

LIFT OFF



WITH LIFTEEZ

ADHESIVE REMOVER



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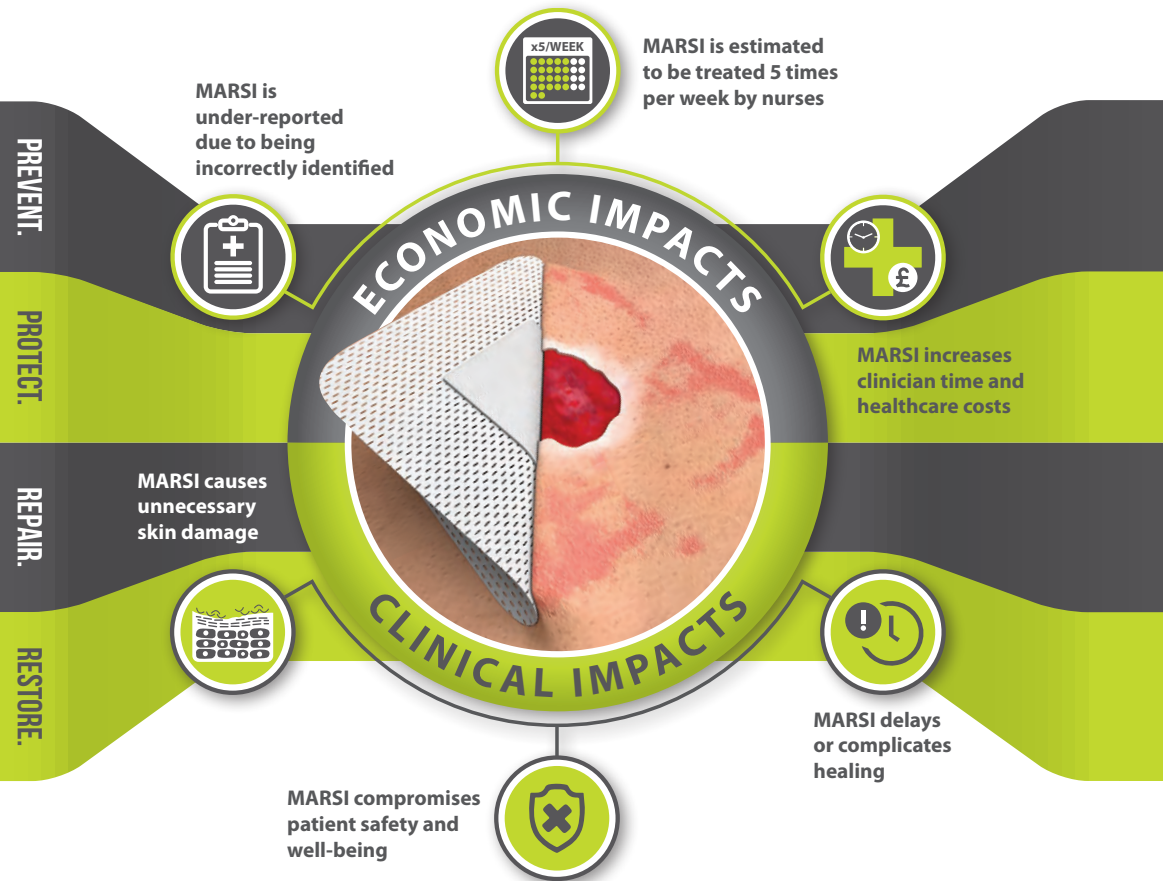
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PREVENT.
PROTECT.
REPAIR.
RESTORE.

MEDICAL ADHESIVE-RELATED SKIN INJURIES (MARSI)

Medical adhesive-related skin injuries (MARSI) occur when medical adhesives remove superficial layers of skin, resulting in variable levels of skin damage, such as skin stripping, tension blisters, skin tears, contact dermatitis, maceration and folliculitis.¹

THE PRACTICAL AND ECONOMIC IMPACT OF MARSI IN PRACTICE^{1,2}



Who is at Risk from MARSI?^{2,3,4,5}

Age-Related Risk

- Elderly patients with age-related dermal fragility
- Infants in the Neonatal Intensive Care Unit (NICU)

Treatment-Related Risk

- Patients receiving:
 - ✓ Medications such as corticosteroids
 - ✓ Treatments compromising skin integrity, e.g. radiation therapy or chemotherapy

Clinical Condition-Related Risk

- Patients suffering from:
 - ✓ Incontinence or at risk of other moisture-associated skin damage
 - ✓ Malnutrition and dehydration
 - ✓ Dermatological conditions (eczema, dermatitis, chronic ulcer, epidermolysis bullosa)
 - ✓ Underlying medical conditions (diabetes, immunosuppression, venous insufficiency)
- Patients living with a stoma appliance

References:

- 1 Jones L., Bell D., Hodgson C. et al (2018). Case study series: Lifteez aerosol and wipes for the prevention and management of MARSI. *Wounds UK*, 14 (5): 118-123.
- 2 Ousey K., Cooper K., Fumarola S. et al (2017). Findings from a multidisciplinary focus group meeting to discuss the issue of medical adhesive-related skin injury (MARSI) in the UK: the way forward. *Wounds UK*, 13 (4): 141-146.
- 3 Yates S., McNichol L., Heinecke SB. et al (2017). Embracing the Concept,

Defining the Practice, and Changing the Outcome. *J Wound Ostomy Continence Nurs.*, 44(1):13-17.

- 4 Wang D., Chen Xu H., Chen S. et al (2019). Medical Adhesive-Related Skin Injuries and Associated Risk Factors in a Paediatric Intensive Care Unit. *Adv Skin Wound Care*, 32(4):176-182.
- 5 LeBlanc K., Whiteley I., McNichol L. et al (2019). Peristomal Medical Adhesive-Related Skin Injury. Results of an International Consensus Meeting. *J Wound Ostomy Continence Nurs.* 2019;46(2):125-136.

LIFTEEZ ADHESIVE REMOVER NON-STING

MARSI can be prevented by educating patients and carers on the correct application and removal of adhesive dressings or devices and by using a medical adhesive remover.



Skin Friendly Formula

- Non-Sting formulation, pain-free application
- Healthcare grade silicone
- Alcohol, fragrance, latex, parabens and phthalates free
- Dries quickly and does not leave an oily residue on the skin

Competitively Priced Adhesive Remover for a Safe and Pain-Free Dressing Change

LIFTEEZ Adhesive Remover can be used to help prevent MARSI by dissolving the adhesives used on dressings, surgical tapes, stoma or ostomy pouches and tube securement devices.

Indications:^{1,2}

- Fast and painless removal of adhesive tapes, dressings and devices
- Removal of adhesive residue from the skin
- Prevention of Medical Adhesive Related Skin Injury (MARSI) such as skin stripping & skin tears
- Provides a positive dressing change experience
 - ✓ Improves patients' compliance, comfort and confidence
 - ✓ Reduces the need for analgesia

Adhesive appliances on which Lifteez can be used:

- Adhesive dressings & padding
- Surgical tapes
- Adhesive securing devices such as:
 - ✓ Central lines,
 - ✓ Nasogastric (NG) tubes,
 - ✓ Intravenous (IV) cannulae,
 - ✓ Subcutaneous (SC) cannulae
- Stoma appliances
- Urinary sheaths
- ECG electrodes

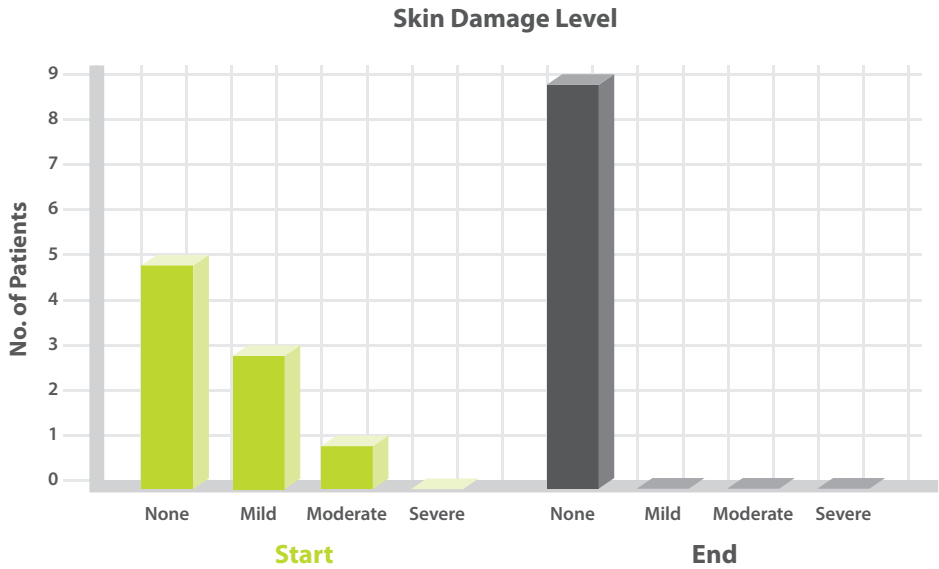
References:

- 1 Jones L., Bell D., Hodgson C. et al (2018). Case study series: Lifteez aerosol and wipes for the prevention and management of MARSI. Wounds UK, 14 (5): 118-123.
- 2 Hadfield G., De Freitas A., Bradbury S. et al (2019). Clinical evaluation of a silicone adhesive remover for prevention of MARSI at dressing change. JCN 33 (3):36-41.

CLINICALLY PROVEN TO PROTECT YOUR PATIENTS' SKIN

Clinicians' and Patients' Feedback

1 Clinical Evaluation on 9 Patients: Performance of LIFTEEZ Aerosol and Wipes evaluated by IV Access Team at an Acute Trust¹



- Resolution for all patients presenting with existing adhesive-related skin damage
- No new episodes of MARSI for all patients
- Visible pain reduction at dressing change for all patients
- Reduction of anxiety level related to dressing change

“Much better dressing change,
less painful”¹

“More comfortable and
less traumatic dressing change”¹

“Dressing removal was amazing”²

“Didn’t feel a thing”²

2 Case Study Series on 10 Patients: Lifteez Aerosol and Wipes for the Prevention and Management of MARSI²

Clinician Benefits of using LIFTEEZ:

- Reduction of time required for dressing change
- Increase of patient engagement in their own care
- Reduction of analgesia requirements
- Lifteez allows the use of stronger adhesives
- No effect on adhesion of replacement wound dressing or stoma pouch

Patient Benefits of using LIFTEEZ:

- Reduction of skin trauma (skin stripping and redness)
- Reduction of pain at dressing change
- Reduction of patient’s anxiety at dressing removal
- No stinging on application

References:

- ¹ Hadfield G., De Freitas A., Bradbury S. (2019). Clinical evaluation of a silicone adhesive remover for prevention of MARSI at dressing change. JCN 33 (3):36-41.
- ² Jones L., Bell D., Hodgson C., Mohamud L. et al (2018). Case study series: Lifteez aerosol and wipes for the prevention and management of MARSI. Wounds UK 14 (5): 118-123.

How to use LIFTEEZ

- Before each dressing or device removal:
 - ✓ Especially on very fragile skin
 - ✓ Where pain is being experienced at dressing or device change
- LIFTEEZ can be used on:
 - ✓ Intact or damaged skin
 - ✓ Adults, the elderly, children and infants



Use on Porous Material
(LIFTEEZ Aerosol & Wipes)



Use on Non-Porous Material
(LIFTEEZ Aerosol & Wipes)



Use on the Face and
Areas of Hairy Skin
(LIFTEEZ Wipes)

For Porous Material

- Spray or wipe over a porous dressing or device for instant removal
- Gently start to remove the dressing or device, pulling it parallel to the skin

For Non-Porous Material (Waterproof dressing or stoma appliance)

- Gently lift the edge of the dressing, pouch or adhesive device
- Gradually spray or wipe underneath the edge whilst removing the dressing, pouch or adhesive device

Removal of Adhesive Residue

- It is important to remove all the adhesive residue from the skin
- Use LIFTEEZ wipe or spray LIFTEEZ aerosol on a gauze swab and gently wipe the residue off the skin

- LIFTEEZ does not require rinsing after application
- LIFTEEZ does not compromise the adhesion of the next dressing or device



PREVENT.

PROTECT.

REPAIR.

RESTORE.

LIFTEEZ

Adhesive Remover Non-Sting

Ordering Information (DT Location: Section IX C)

Selling Unit	Product Code	PIP Code	NHS-SC Code
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LIFTEEZ

Adhesive Remover - Non-Sting Aerosol - 50ml



1	60833	389-7147	EXC041
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LIFTEEZ

Adhesive Remover - Non-Sting Wipe



30 Pack	60321	341-3309	EXC042
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