

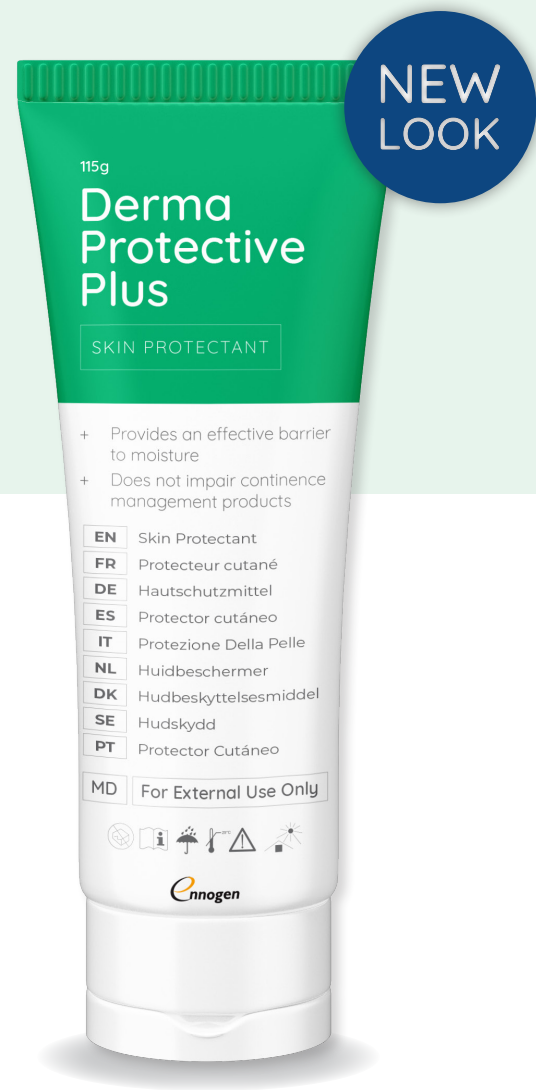
Elevate incontinence care with Derma Protective Plus

Derma Protective Plus skin protectant

A 1% Dimethicone skin barrier protectant, for Incontinence Associated Dermatitis (IAD) and Moisture Associated Skin Damage (MASD).

Can be used for:

- ✓ Moisture associated skin damage (MASD) including maceration and excoriation
- ✓ Skin on skin friction such as intertrigo
- ✓ After the application of antifungal creams
- ✓ Pressure ulcers (up to category II)



Provides an **effective barrier** to moisture



Does **not impair** continence management products



Up to **50% cheaper** than leading brands

Free from: Latex, Parabens, Petroleum, Mineral Oil, Lanolin, Phthalates, Alcohol & is Preservative Free

Ennogen

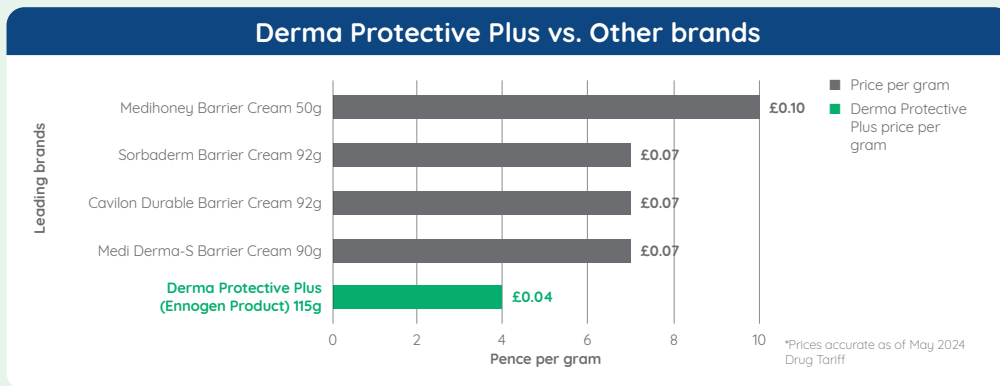
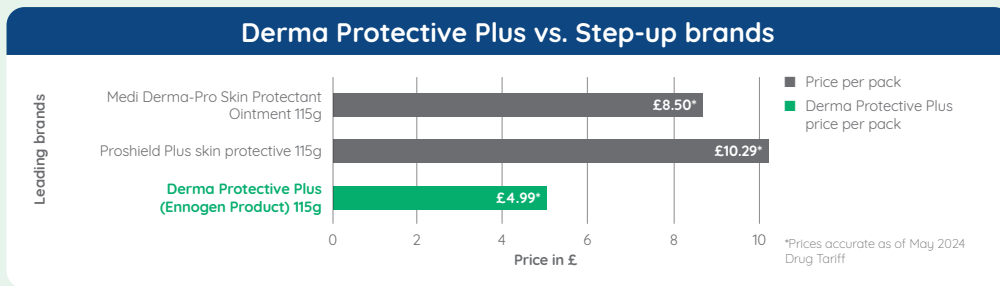
For a **FREE** sample and more information please **scan the QR code**, contact us at **info@ennogen.com** or call **+44 (0) 1322 629 220**



Derma Protective Plus

Achieving cost saving in the management of incontinence

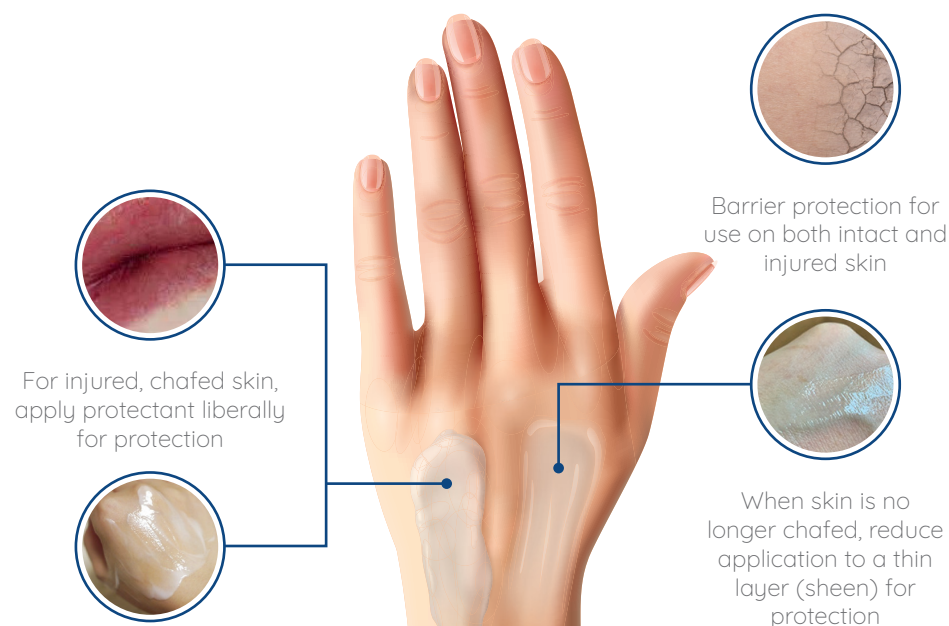
Potential annual saving of **£3,497,201 million** to the NHS¹



Further Savings of **£3,956,405 million** could be achieved², with a potential combined saving of **£7,453,606 million** achievable with 100% conversion from Step up and Popular brands.

NEW LOOK

Best practice application:



References: 1. Total estimated annual saving of £3,497,201 based on a 100% switch from existing step-up products to the Derma Protective Plus brand. Figures obtained from Scriptmap data England and Wales January 2024 to March 2024, pro rata annually. 2. This is based on a 100% switch (pro-rata, per gram price) from popular brands Cavilon (92g), Sorbaderm (92g), Medi Derma S (90g) and Medihoney (50g) to the Derma Protective Plus brand. Figures obtained from Scriptmap data England and Wales January 2024 to March 2024, pro rata annually