

Derma Protective Plus

Elevate incontinence care with

Derma Protective Plus skin protectant

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

Achieving cost saving in the management of incontinence

Potential annual saving of c. **£3.5 million** to the NHS¹



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)

PIP code: 416-8498



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
Before using, please always refer to full product information and instructions for use provided with device

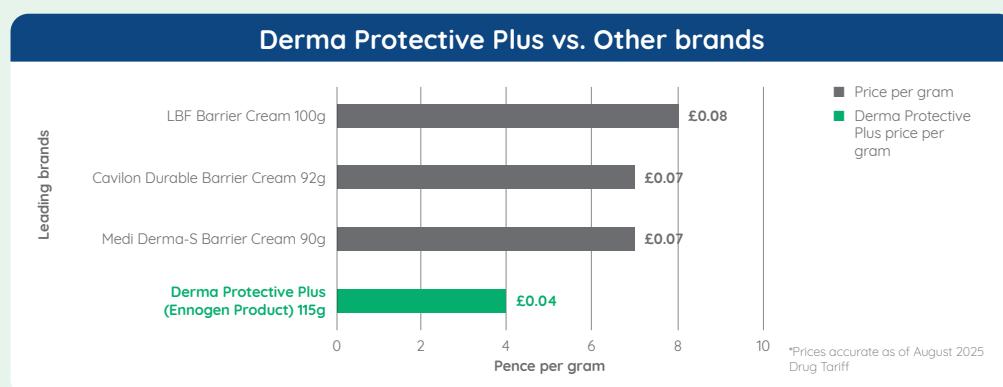
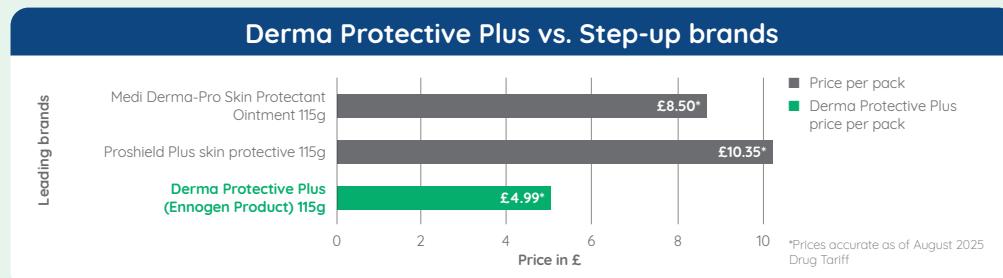
ennogen

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

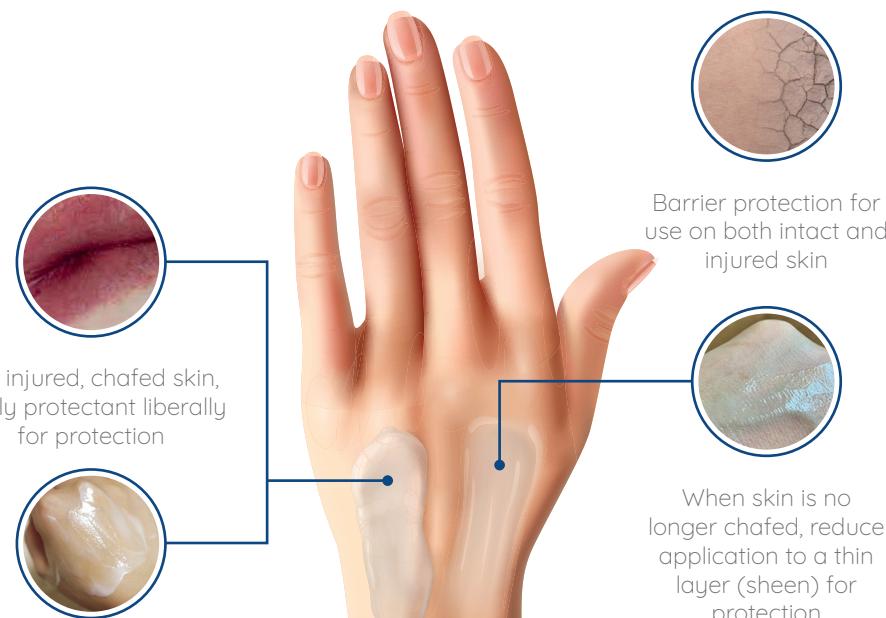
Incontinence-associated dermatitis (IAD) presents a **significant financial burden for healthcare systems**



Derma Protective Plus has proven its effectiveness against MASD and IAD and provides a **59%* cost saving to the NHS**.

Further Savings of c. **£3.6 million** could be achieved², with a potential combined saving of c. **£7.2 million** achievable with 100% conversion from Step up and Popular brands.

Best practice application:



References: 1. Total estimated annual saving of c. £3.5 million 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 2025 - May 2025, pro rata annually. 2. This is based on a 100% switch (pro-rata, per gram price) from popular brands Cavilon (92g), Medi Derma S (90g) and LBF Barrier Cream (100g) to the Derma Protective Plus brand. Figures obtained from Scriptmap data England and Wales January 2025 to May 2025, pro rata annually.