

## **3M Skin & Wound Care Re-Launches Cavilon Professional Skin Care Line to Offer Complete Caregiver Solutions**

3M to introduce new antifungal cream; Additional products for trusted skin care line planned for 2011

Addressing needs of clinicians and caregivers, 3M Skin & Wound Care has re-launched the 3M™ Cavilon™ Professional Skin Care line, a full range of products to help prevent skin damage from moisture, friction and adhesive trauma. Following extensive research and surveys of caregivers and clinicians, the Cavilon brand has been updated with new, innovative packaging to help easily identify the right product for a specific need.

Widely known for Cavilon No Sting Barrier Film, 3M also plans to introduce new Cavilon products, starting later this year with Cavilon Antifungal Cream. This new product effectively relieves redness, irritation, scaling, itching, discomfort and burning due to athlete's foot, jock itch and ringworm. It also offers barrier properties to protect against moisture, and an easy-to-spread formula to soothe affected areas. In 2011, 3M will be adding enhanced product formulations, sizes, and new patient-friendly delivery systems to the Cavilon line.

The Cavilon line includes a full range of comforting and convenient products such as an extra dry skin cream, hand moisturizer, a no-rinse skin cleanser, and lotion for incontinence care – all with easy-to-read packaging. In addition, the company offers training and product support for caregivers and health professionals.

Prevention of skin damage is a critical issue for patients and health care professionals. Pressure ulcers result in adverse clinical outcomes and according to a recent study of insurance claims data, bed sores cost almost \$3.9 billion in 2008.<sup>1</sup> 3M released data<sup>2</sup> at last month's Clinical Symposium on Advances in Skin & Wound Care in Orlando, proving the effectiveness of Cavilon products:

In a study measuring skin friction—a source of discomfort for patients and a recognized risk factor for pressure ulcer development—Cavilon No Sting Barrier Film dried more quickly and smoothly than a competitive topical product.

In durability testing of four barrier film products, Cavilon No Sting Barrier Film was more than twice as effective at preventing wash-off and wear-off after 72 hours of wear compared to the closest competitor.

In a bench study of absorption rates for incontinence briefs, Cavilon Durable Barrier Cream had a lower potential for absorption clogging of briefs compared to four competitive products.

Cavilon Durable Barrier Cream provided superior wash-off resistance and moisture barrier effectiveness compared to three other Dimethicone-based skin barrier creams.

In addition to the studies above, 3M has over 30 pieces of clinical evidence supporting the efficacy and cost-effectiveness of Cavilon No Sting Barrier Film – more evidence than any other moisture barrier or barrier film. In fact, 3M sponsored the largest health economic study for incontinence-associated dermatitis prevention which proved that the products provide up to 72 hours of protection from incontinence for cost-effective prevention.

“We have long been a trusted name among clinicians,” said Marcello Napol, global business director, 3M Skin & Wound Care. “As a company grounded in research and innovation, we understand the demands on healthcare professionals today. Making sure that we help caregivers quickly reach for the right product for the right situation is an important part in being a trusted partner.”

3M invites professional and non-professional caregivers and patients to visit [www.3M.com/Cavilon](http://www.3M.com/Cavilon), which provides information and support. In addition, a dedicated toll-free helpline, 1-800-228-3957 has been established.

About 3M Health Care

3M Health Care, one of 3M's six major business segments, provides world-class innovative products and services to help healthcare professionals improve the practice, delivery and outcome of patient care in medical, oral care, drug delivery, food safety and health information markets. Learn more at [www.3M.com/healthcare](http://www.3M.com/healthcare).

#### About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 65 countries. For more information, visit [www.3m.com](http://www.3m.com) or follow @3MNews on Twitter.

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<sup>1</sup> "The Economic Measurement of Medical Errors," Society of Actuaries' Health Section. June 2010. <http://www.soa.org/files/pdf/research-econ-measurement.pdf> (accessed Aug. 13, 2010).

<sup>2</sup> Data on file.

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