

## 3M Adds New Products to Cavilon Brand Portfolio

New 3M Cavilon Bathing & Cleansing Wipes and 3M Cavilon 3-in-1 Total Care Cloths Deliver Effective, Efficient Care

3M Critical & Chronic Care Solutions Division today announced the release of two new products, 3M™ Cavilon™ Bathing & Cleansing Wipes and 3M™ Cavilon™ 3-in-1 Total Care Cloths. The new offerings from 3M help clinicians to address the needs for efficacy and efficiency across care settings, and join the trusted line of Cavilon solutions used in incontinence care applications.

A concern for both patients and caregivers, incontinence can lead to the development of Incontinence-Associated Dermatitis (IAD), which is a well-known risk factor in the development of pressure ulcers.<sup>1</sup> IAD has been reported to occur in 42 percent of incontinent hospitalized adults and up to 95 percent of incontinent patients in the intensive care unit.<sup>1,2</sup> In addition, approximately 50 percent of nursing home residents live with incontinence on a daily basis.<sup>3</sup>

The new Cavilon products help clinicians adhere to IAD prevention protocols and simplify care regimens for efficiency. According to recent clinical consensus<sup>4</sup> use of a soft, disposable cloth is a preferred approach for incontinence cleansing. In a U.S. comparison study, use of a no-rinse cleanser saved caregivers valuable time: an average of 9 minutes per episode<sup>5</sup>.

### Cleansing, Moisturizing, Protecting

Both new Cavilon products combine gentle pH-balanced cleansing and emollient-based moisturizing ingredients, which help to maintain the skin's natural barrier. Cavilon 3-in-1 Total Care Cloths also provide protection from moisture and irritants through the use of dimethicone, an ingredient well-documented as an effective protective barrier. New 3M Bathing & Cleansing Wipes, which are useful for bathing as well as incontinence care, are compatible with 3M's protection barrier products, 3M™ Cavilon™ No Sting Barrier Film and 3M™ Cavilon™ Durable Barrier Cream. Each product is available in re-sealable 8- and 24-packs.

"Our new products are consistent with the high level of care expected from the Cavilon brand while addressing our customers' need for efficient and convenient solutions," said Leslie McDonnell, Vice President Global Marketing, 3M Chronic & Critical Care Solutions Division. "With these additions to our brand portfolio, we continue to expand our full suite of products for best practice care and improved patient outcomes."

3M invites professional and non-professional caregivers and patients to visit [www.3M.com/Cavilon](http://www.3M.com/Cavilon) for training, information and support. In addition, a dedicated toll-free helpline, 1-800-228-3957 has been established. For more information on 3M Critical & Chronic Care Solutions, visit [www.3M.com/SkinHealth](http://www.3M.com/SkinHealth).

### About 3M Health Care

3M Health Care offers solutions in the medical, oral care, drug delivery, food safety and health information markets. We have an unparalleled ability to connect people, insights, science and technology to think beyond today, solve problems, and make better health possible. Our culture of collaboration empowers us to discover and deliver practical, proven solutions that enable our customers to protect and improve the health of people around the world. Learn more at [www.3mhealthcare.com](http://www.3mhealthcare.com).

<sup>1</sup>Incontinence Associated Dermatitis (IAD): Best Practice for Clinicians. Wound, Ostomy and Continence Nurses Society, 2011.

<sup>2</sup>Peterson KJ, Bliss DZ, Nelson C, Savik K. Practices of nurses and nursing assistants in preventing incontinence associated dermatitis in acutely/critically ill patients. *Amer J of Crit Care*. (Abstract) 2006; 15(3): 325.

<sup>3</sup>Bliss, D. Savik, K. & Peterson, K. Continence-evidence-based treatment and management: Incontinence-Dermatitis in Hospitalized Patients Prevalence. Evidence-Based Nursing Care and Nurse Education Program. *Journal of Wound, Ostomy and Continence Nursing*.2009; 36(3S): S56.

<sup>4</sup>Doughty D, et al. Incontinence – Associated Dermatitis: Consensus Statements, Evidence – Based Guidelines for Prevention and Treatment, and Current Challenges. *Journal of Wound, Ostomy and Continence Nursing*.2012; 39(3): 303-315.

<sup>5</sup>Lewis-Byers K, Thayer D, Kahl A. An evaluation of two incontinence skin care protocols in a long-term care setting. *Ostomy Wound Management*. 2005; 48(12): 44-51.

3MMary Kokkinen, 651-733-8806mckokkinen@mmm.comorFleishman-HillardHeather Sheriff, 612-573-3105heather.sheriff@fleishman.com

---

<https://news.3m.com/2013-06-17-3M-Adds-New-Products-to-Cavilon-Brand-Portfolio>