

# **Revolutionary Skin Protectant Finally Gives Nurses the Power to Stop, Reverse and Prevent Incontinence Associated Dermatitis**

As our aging population grows, nurses are continuing to see more instances of tough-to-manage skin breakdown due to incontinence. Skin damage associated with urine and/or fecal exposure, otherwise known as incontinence associated dermatitis (IAD), is a resource-intensive condition that can be very painful for patients. To help combat this debilitating problem, 3M introduces its revolutionary 3M™ Cavilon™ Advanced Skin Protectant, a high endurance skin protectant designed to stop, reverse and prevent the damaging effects of moderate to severe IAD. The new skin protectant provides clinicians with an easier, more effective way to manage patients with IAD to help improve their quality of life and overall patient experience.

“Moisture barriers used today to prevent and manage IAD are outdated and have significant limitations that impact their clinical effectiveness. The introduction of 3M Cavilon Advanced Skin Protectant, a game-changing barrier technology, represents an exciting leap forward for patients suffering with IAD,” said Todd Fruchterman, MD, PhD, Vice President and General Manager for the 3M Critical & Chronic Care Solutions Division. “Cavilon Advanced Skin Protectant delivers compelling clinical and infection control benefits, while offering greater comfort and protection to patients, and giving institutions and nurses a more economical way to deliver effective and compassionate care.”

Cavilon Advanced Skin Protectant has several benefits that will help reshape the standard of care for patients with IAD and other types of severe skin damage. These include:

**Durable barrier provides comfort and protection in the toughest environments**

Cavilon Advanced Skin Protectant is effective for those at risk of developing IAD and in conditions where skin is frequently or continuously exposed to moisture and caustic irritants such as diarrhea, digestive fluids, wound drainage and urine. It creates an effective, long-lasting barrier on both intact and wet, weeping skin. The high endurance skin protectant is breathable and comfortable through application, wear and cleansing processes. Cavilon Advanced Skin Protectant also helps reduce the risks that contribute to pressure ulcers/injuries.

**Fewer reapplications and no need for removal means less potential disruption to skin**

Removal and reapplication of traditional pastes and ointments to manage IAD can be painful for patients and time-consuming for nursing staff. Cavilon Advanced Skin Protectant provides an effective barrier for up to seven days and wears away naturally. This unique barrier not only saves staff time, but also helps create a healing environment for damaged skin.

**Easy application and monitoring frees up nursing staff to provide quality patient care**

The easy-to-use, single-use applicator makes application faster and easier for nurses. It allows for easy cleansing between applications, where nurses can simply remove stool or other soil without disturbing the film or skin. The transparent barrier also provides easy visualization of the underlying skin, making it easier for nurses to monitor the condition. The single-use applicator also helps avoid potential contamination associated with multi-use tubes, thus providing benefits for infection control.

**Remarkable science applied to revolutionizing IAD care**

The Cavilon brand has long been synonymous with utilizing novel polymer chemistry to develop solutions for skin protection and to aid in maintaining skin integrity. Cavilon Advanced Skin Protectant continues with that tradition and features unique chemistry that achieves elasticity of the polymer system, assuring great barrier integrity and durability. 3M's polymer-cyanoacrylate system enables the barrier to flex and stretch with the skin

and aid in creating a healing environment for even the most damaged skin. The liquid is non-stinging and the protective film coating reduces pain and suffering associated with IAD.

“IAD is such a challenging condition for clinicians to manage due to the frequency of incontinence episodes and the caustic irritants that damage the skin,” shared Bob Asmus, lead scientist for Cavilon Advanced Skin Protectant. “We saw the need for a barrier which could adhere to moist, weepy skin and provide protection from severe incontinence while providing a protective environment for the skin to heal and reducing pain and discomfort to the patient.”

3M has a long history of applying science to develop innovative skin and wound care products that protect and maintain skin integrity. Cavilon Advanced Skin Protectant is a true breakthrough that complements 3M’s comprehensive skin care solution portfolio well. For more information on IAD prevention and 3M’s skin integrity solutions, please visit [3M.com/EndIAD](http://3M.com/EndIAD).

#### About 3M

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M Cavilon Advanced Skin Protectant (Photo: 3M)

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