

Spotlight on...Incontinence



Did you Know...



Incontinence affects **8%** of the global population*



30% of all informal carers who care for someone 70+, care for a person with incontinence*

200 MILLION

people are affected by bladder problems according to the WHO

The Impact

Prolonged exposure to a moist environment causes

Incontinence-Associated Dermatitis (IAD)



41% of adults in long-term care are affected by IAD*



IAD increases susceptibility to **pressure ulcers**



700,000 people are affected by pressure ulcers each year*



Treating a pressure ulcer costs the NHS on average **£4,638**

That's between

£1.2 - £1.4 billion per year!



Traditional Prevention

Maintaining personal hygiene and effective continence management are fundamental nursing activities in tackling IAD, and subsequent pressure ulcer prevention.

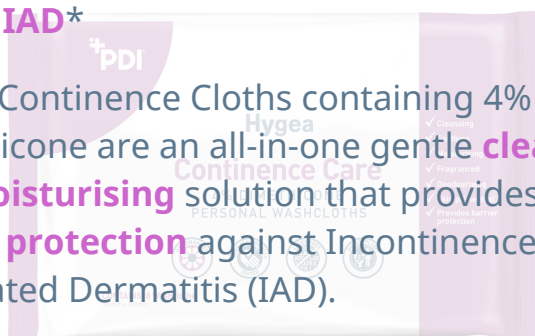


A reusable system is **time consuming, costly,** and increases the **risk of cross-infection & accidental spillages**

A Proven Solution

Studies demonstrate that the **use of wipes impregnated with 3% Dimethicone reduce IAD***

Hygea Continence Cloths containing 4% dimethicone are an all-in-one gentle **cleansing** and **moisturising** solution that provides barrier **protection** against Incontinence-Associated Dermatitis (IAD).



*References on request



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