

## ALLEVYN GENTLE BORDER Dressings

**ALLEVYN Wound Dressings. For what you really care about.**

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**It takes a great deal of innovation to be this simple.**  
Releasing time. Wasting Less. Improving Lives<sup>1-5</sup>

# A desire to care

We know nurses went into the profession to provide proper care and attention. To make a difference.<sup>6</sup>

However, these days, it is not that simple. There are more patients,<sup>7</sup> increased cost constraints<sup>8-10</sup> and fewer colleagues to pitch in<sup>11</sup> Older patients with more complications.<sup>9</sup> Older patients with more complications.<sup>9</sup> Pressures are growing at either end of the spectrum. There are older patients with more complications<sup>12</sup> and younger patients with higher expectations.<sup>7</sup>

The result? Healthcare professionals feel they have too little time to provide the kind of care patients deserve.

91% of HCPs felt having too little time to dedicate to each patient had a negative impact on their ability to deliver best possible care.<sup>13</sup>

When it feels like everything is stacked against you, you need simplicity and performance from the foam dressings you use, and the company that provides them.




An estimated **11% annual growth** in prevalence of patients with wounds.<sup>7\*</sup>



An increasing cost of wound care totalling **£8.3 billion annually**.<sup>7</sup>



Nearly **70%** of wound patients are of working age,<sup>7,13\*</sup> placing new demands on dressings.



\* Within the NHS (Guest 2020)

# Simplicity and advanced performance

Even when it comes to foam dressings, things can remain complicated. With so many to choose from, all working in slightly different ways, knowing what to use, and where, can feel like a minefield. In fact, data shows that 50% of dressing changes in the community are clinically unnecessary.<sup>14</sup>

**“suggesting confusion and conflict within the treatment plan.”<sup>7</sup>**

Well, it doesn't need to be like this. It might not be possible to control budgets and caseloads, but with ALLEVYN<sup>®</sup> Wound Dressings, it is possible to reduce the complexity. For years, we've been providing you with simplicity, and advanced performance you can trust. All supported by evidence-based practice, with over 150 pieces of evidence\*: After all, it takes a great deal of innovation to be this simple.

**50%**  
of dressing changes  
in the community are  
clinically unnecessary.<sup>14</sup>

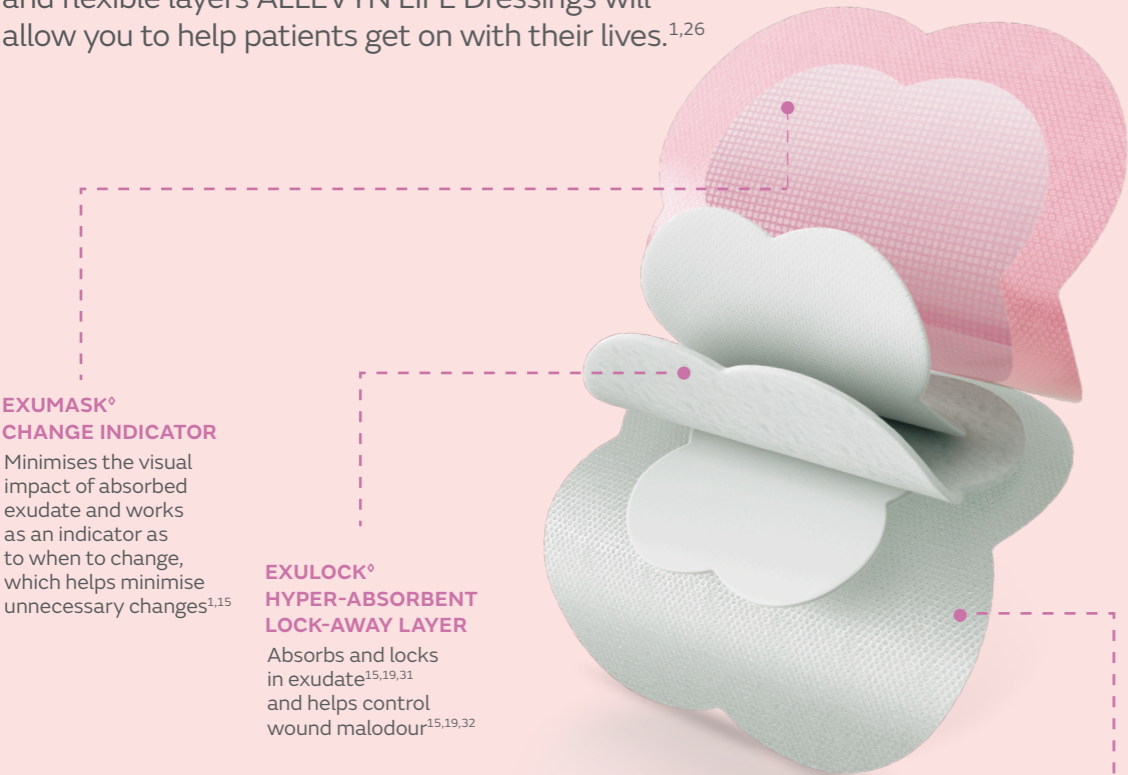


\* As of September 2023. We continue to increase our evidence base annually.

# ALLEVYN<sup>®</sup> LIFE Foam Dressings

Provide trusted performance, saving time and money.<sup>15,30</sup>

With unique body-conforming design, wide borders, and flexible layers ALLEVYN LIFE Dressings will allow you to help patients get on with their lives.<sup>1,26</sup>



**EXUMASK<sup>®</sup> CHANGE INDICATOR**  
Minimises the visual impact of absorbed exudate and works as an indicator as to when to change, which helps minimise unnecessary changes<sup>1,15</sup>

**EXULOCK<sup>®</sup> HYPER-ABSORBENT LOCK-AWAY LAYER**  
Absorbs and locks in exudate<sup>15,19,31</sup> and helps control wound malodour<sup>15,19,32</sup>

Our ALLEVYN Foam Dressings feature a **hydrocellular foam core** that balances absorption and retention to create a moist wound healing environment,<sup>3,19,27,28,33-35</sup> and helps minimise the risk of maceration.<sup>3,19,36</sup> With a breathable, **showerproof**<sup>16,37</sup> top film, they provide a **bacterial barrier**,<sup>38-40</sup> while the dressing remains intact. And best of all, they are **easy to apply, reposition** and **remove**, due to a **gentle wound |contact layer**.<sup>\*3,19-21,41-43</sup>

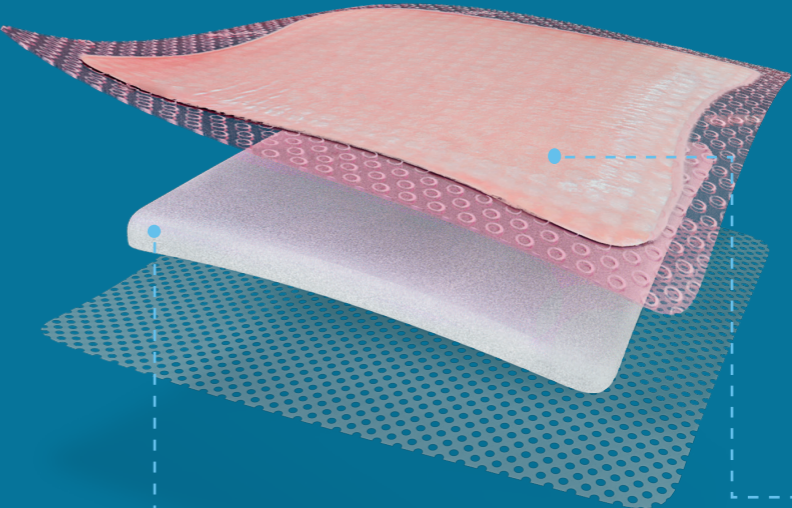
**UNIQUE SHAPES AND WIDE BORDERS**  
The unique quadrilobe heel and sacral shapes fit the contours of the human body more securely<sup>1,14,19</sup>

EXUDATE LEVEL		PRIMARY INDICATIONS		
MODERATE TO HIGH ABSORBENCY		LEG ULCERS	PRESSURE ULCERS	SURGICAL WOUNDS
DIABETIC FOOT ULCERS	FIRST & SECOND DEGREE BURNS	DONOR SITES	SKIN TEARS	FUNGATING ULCERS
OTHER INDICATIONS				

# ALLEVYN<sup>®</sup> GENTLE BORDER Foam Dressings

Trusted to conform and stay in place<sup>3,4,21,36,44</sup>

With a variety of shapes and sizes to suit multiple wound types, ALLEVYN GENTLE BORDER Dressings will allow you to help a wider range of patients' wound<sup>27-29, 36</sup>



**MULTI-WAY STRETCH TECHNOLOGY**  
Helps with application on awkward areas, and helps maximise patient comfort.<sup>2,22-24</sup> Can be lifted and repositioned without losing its adherent properties<sup>43</sup>

When it feels like everything is stacked against you, you need a foam dressing you can trust from a company you can rely on.

**HYDROCELLULAR FOAM CORE**  
Balances absorption and retention



**MULTI-SITE UNIQUE TRILOBE DRESSING AVAILABLE**  
Conforms closely to difficult to dress body areas, whilst allowing full flexibility of the joint<sup>3, 27-29</sup>

EXUDATE LEVEL		PRIMARY INDICATIONS		
MODERATE ABSORBENCY		LEG ULCERS	SURGICAL WOUNDS	SKIN TEARS
DIABETIC FOOT ULCERS	FIRST & SECOND DEGREE BURNS	DONOR SITES	FUNGATING ULCERS	PRESSURE ULCERS
OTHER INDICATIONS				

Want to know more about how with ALLEVYN Wound Dressings, Smith+Nephew are giving you more of what you really care about?

\* Excluding ALLEVYN Adhesive

# With ALLEVYN<sup>®</sup> Wound Dressings, we're shaping what's possible in wound care

It's possible to release time, waste less and improve lives.<sup>1-5</sup>

ALLEVYN Wound Dressings Range can provide you with the essentials you expect from a foam dressing, and more.

### Release Time

With their extended wear time,<sup>\*\*14-18</sup> along with their ease of application and removal,<sup>3,19-21</sup> ALLEVYN Wound Dressings work hard to give you back valuable time.<sup>3,14,15,22,23</sup> **Time to plan, time to talk and time to care.**



### Waste Less

With their extended wear time<sup>\*14-18</sup> reduced dressing failures,<sup>\*\*\*1,3-5,23,22</sup> ALLEVYN Wound Dressings are also helping to reduce the burden of waste, **with up to 20% less packaging,**<sup>\*\*\*25</sup> positively impacting the associated costs.



### Improve Lives

With features such as **high conformability**<sup>3,19,26-29</sup> and **comfort**,<sup>1,3,19</sup> **extended wear time**,<sup>\*14-18</sup> **advanced lock-in** and **absorption technologies**,<sup>15,19,27,28</sup> ALLEVYN Wound Dressings place a premium on patient quality-of-life.



# Caring beyond products

We know wound care can feel daunting. Here's how we're supporting you and your team beyond products alone:

### The COMPASS Programme

**Finding a clear direction to better care.**

This value-based programme aims to give you actionable data that will allow you to run a more efficient service.

### formeo Digital Wound Management Ecosystem

**Ordering doesn't need to be a headache.** This next-generation digital wound management ecosystem is a bespoke, non-prescription ordering system that facilitates tailored supply routes to help reduce costs, product waste, and treatment delays.

### COMPASS<sup>®</sup> Clinical Support App (CSA)

**You can't be everywhere.** This tool is designed to provide bedside guidance for your team, and help them decode the language of wounds.

### Medical Education

**Never stop learning and improving.** We offer a range of local and regional medical education events and webinars throughout the year focussed on better care and patient outcomes.

### The Academy Online

**Every day is a school day.** Wound Club Online is a free, educational video series is available on-demand, and covers the key areas of wound management.



\*As demonstrated in laboratory testing  
\*\*Instances of unanticipated dressing failures arise from poor performance, such as dressing leakage due to lifting borders, weak adherence to the skin and excessive visible dressing strikethrough.  
\*\*\*Cases, cartons and pouches compared to 2021 packaging dimensions