

NEWS

Systagenix partners with DebRA - ADAPTIC TOUCH[®]

To spread the word about how ADAPTIC TOUCH[®] can help patients most affected by a rare genetic skin condition, Epidermolysis Bullosa (EB), Systagenix and The Dystrophic Epidermolysis Bullosa Research Association of America (DebRA) partnered to give away ADAPTIC TOUCH[®].

EB is a rare, genetic disorder that affects every racial and ethnic group, as well as both genders, equally. Approximately 1 out of every 50,000 live births are affected. Because those affected with the disorder are lacking a critical protein that enables the two layers of skin to bind together, blisters and skin tears result from the slightest friction or trauma.



DebRA announcing the initiative on their Facebook page

The list of secondary complications from EB are long, as many other areas of the body, like the eyes, mouth, throat as well as other internal organs are also affected. EB sufferers require many medical interventions from a host of specialists. Some children may need as many as six surgical procedures a year just so they can swallow liquid. As of today, there is no cure or medical treatment. The only options are pain management, daily wound care and preventive bandaging.

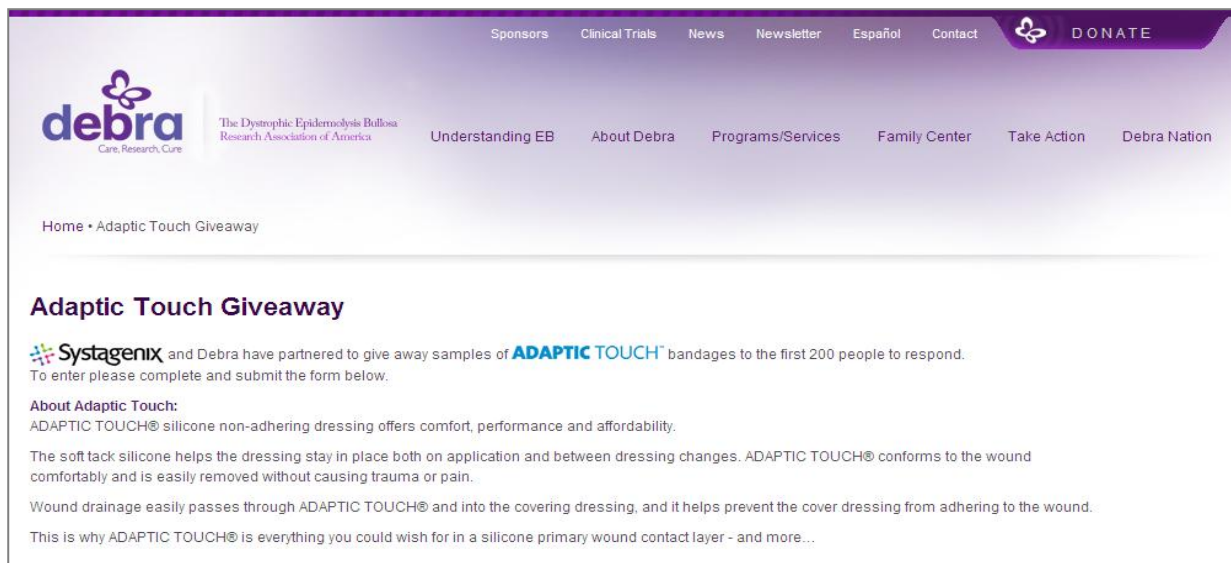
While EB ranges from being a minor inconvenience to being completely disabling and even resulting in early death, in all of its forms it attacks the families physically, emotionally and financially. A bandage change can last more than three hours, and can be incredibly painful and stressful. This doesn't even factor in the cost of the wound care supplies. ADAPTIC TOUCH[®] has proven to be helpful in two major ways. First, ADAPTIC TOUCH[®] is a cost effective alternative to other silicone, primary contact layers and more importantly, because the dressing does not stick to wounds, it has shown to decrease the pain associated with dressing changes.

DebRA of America was founded 30 years ago as the only national non-profit organization dedicated to funding research and providing supportive services for Epidermolysis Bullosa (EB) patients and families.

The response to the initiative was very positive, with 50 sample requests within the first hour of posting, and 200 sample requests completed within days.

Supporting ALL patients

Based on the positive response, Systagenix has further partnered with DeBRA to provide newly-diagnosed patients families with an ADAPTIC TOUCH® starter pack and will support the association's patient care efforts further by donating a large quantity of ADAPTIC TOUCH® to DeBRA's Wound Care Clearinghouse, which collects and distributes wound care and bandage supplies to EB patients free of charge. This program is especially important to families faced with the economic difficulty of costly medical supplies.



The screenshot shows the DeBRA website with a purple header. The navigation menu includes Sponsors, Clinical Trials, News, Newsletter, Español, Contact, and a DONATE button. The DeBRA logo is on the left, with the tagline 'Care, Research, Cure'. The main content area features a breadcrumb trail 'Home • Adaptic Touch Giveaway' and a section titled 'Adaptic Touch Giveaway'. The text in this section reads: 'Systagenix and Debra have partnered to give away samples of ADAPTIC TOUCH® bandages to the first 200 people to respond. To enter please complete and submit the form below.' It includes an 'About Adaptic Touch:' section stating that ADAPTIC TOUCH® is a silicone non-adhering dressing that offers comfort, performance, and affordability. It also mentions that the soft tack silicone helps the dressing stay in place and is easily removed without causing trauma or pain, and that wound drainage passes through it.

For more information about EB and DeBRA please go to www.debra.org

"First and foremost, I want to say thank you for supporting our Wound Care Clearing House and New Family Advocate Program by being so generous with your product donations. We ship out, on average, through the Clearing House, a box of wound care supplies a day to families that have either exhausted their insurance coverage limits or don't have insurance at all. We also use the product donations in our New Family Advocate program which sends out a care package of supplies and practical information about the care of an EB child to every family who just had an infant diagnosed. These are incredibly important programs that can only exist because of your generosity.

After giving away samples of ADAPTIC TOUCH®, we surveyed all recipients and the response was incredibly positive. Almost without exception, people found the bandage easy to apply and more importantly pain free to remove. This simple fact will help the EB population immensely.

But most important to me, is that my four year old daughter, Rafaella, who has a severe form of EB, uses ADAPTIC TOUCH® daily and she loves it. So thank you for that." Brett Kopelan, Executive Director DeBRA of America.

Let's Talk...

To learn more about the benefits of ADAPTIC TOUCH®, **contact your Systagenix representative or visit www.systagenix.com**