

ConvaTec Launches GentleCath™ Glide and me+™ Direct-to-Consumer Programme for Intermittent Catheter Users

- *Developed with advanced FeelClean™ technology, new intermittent catheter expands GentleCath™ portfolio and aims to broaden access to hydrophilic options for more users*
- *Extension of me+™ programme provides new solutions to help relieve stress of daily catheterisation and provide greater value for intermittent catheter users*

READING, UNITED KINGDOM (22 February 2017) — ConvaTec Group Plc (“ConvaTec”), a leading global medical products and technologies company, today announced the U.S. launch of GentleCath™ Glide, an intermittent catheter developed to provide more options for simple, convenient hydrophilic catheterisation for daily users. Concurrently, ConvaTec has expanded the company’s me+™ direct-to-consumer programme to support its highly successful GentleCath™ portfolio and growing customer base in continence care, starting in the U.S. market.

GentleCath™ Glide is a low friction hydrophilic intermittent catheter made with ConvaTec’s unique FeelClean™ technology that activates immediately when in contact with water. The FeelClean™ technology is developed to reduce the residuals and mess left behind by catheterisation, so users can worry less about getting residue on their clothes, hands and body. The new product also features a no-touch sleeve to help prevent contamination of the catheter from the hands.¹⁻³

“For many people, starting intermittent catheterization, or cathing, can be a cause of concern or even anxiety. Using a hydrophilic catheter can help reduce friction and the challenges of cathing,” said Jake Klein, MS, APRN, CPNP.

GentleCath™ Glide with proprietary FeelClean™ technology was developed with the aim to broaden access to hydrophilic options for intermittent catheter users, particularly in markets such as the U.S., where healthcare insurance may limit many users to certain categories of intermittent catheters and reduce their hydrophilic choices.

“We continue to expand our GentleCath™ range to provide more choice and meet the individual needs of all intermittent catheter users – supported by the new GentleCath™ me+™ range of innovative services and tools.” said Mads Haugaard, Vice President and General Manager, Continence & Critical Care. “For users who prefer a hydrophilic catheter and whose current options may be limited, our goal with the new Glide product is to deliver a simple, convenient hydrophilic cathing experience that answers all of their key needs.”

“With the extension of our me+ programme, our aim is to provide all of the support and tools each person needs to ensure they gain the full benefit of using GentleCath™ intermittent catheters – we are a care-partner, providing an optimum user experience, and an innovative product. The me+™ programme for continence care builds on the success of our direct-to-consumer programme in ostomy care, and is a key step in the on-going development to be a care-partner with our GentleCath™ solution offering.”

Expanded me+™ Programme for Intermittent Catheter Users

In tandem with the addition of the new product to the GentleCath™ portfolio, ConvaTec has launched the GentleCath™ me+™ programme for continence care expanding the company's existing direct-to-consumer programme for people living with an ostomy to support intermittent catheter users.

Created in collaboration with clinicians and intermittent catheter users for clinicians and intermittent catheter users, the GentleCath™ me+™ programme provides a range of resources, tools and information alongside the professional advice and personalized support from dedicated wound, ostomy and continence nurses that is unique to ConvaTec's me+™ approach.

The me+™ programme for continence care features extensive web-based resources (www.gentlecath.com), including personalized video user guides. The innovative user guides provide tips and guidance on using GentleCath™ products that can be customized to each individual user to ensure they have the most relevant information as they start catheterisation. The me+™ Answers section, also offers an intelligent video FAQ tool with an advanced search function to help users find the most relevant answers and information easily and quickly.

Currently, the GentleCath™ Glide Intermittent Catheter is available in the U.S. through 180 Medical, with availability in select European markets planned through 2017. For more information, visit www.convatec.com or www.gentlecath.com, or call ConvaTec customer service at 1-800-422-8811.

About me+™ for ostomy and continence care

me+™ is a consumer-focused support and service platform designed to help resolve unmet needs and elevate the experience of living with an ostomy or continence condition. Through the me+™ programme, ConvaTec provides support through resources, tools, honest information, emotional support and superior products. By combining our product offering with a robust service and support programme, it is our belief that people living with an ostomy or continence condition are more likely to have good outcomes and a better experience.

About ConvaTec

ConvaTec is a global medical products and technologies company focused on therapies for the management of chronic conditions. The Company is listed on the London Stock Exchange (stock symbol: CTEC) and has leading market positions in advanced wound care, ostomy care, continence and critical care, and infusion devices. ConvaTec's products provide a range of clinical and economic benefits, including infection prevention, protection of at-risk skin, improved patient outcomes and reduced total cost of care. www.convatecgroup.com

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