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ConvaTec Marks 20 Years of AQUACEL® Innovation at 5th Conference of the World Union of Wound Healing Societies

- *Showcasing the Avelle™ Negative Pressure Wound Therapy (NPWT) System, the first to combine NPWT with the benefits of AQUACEL® Technology*
- *Wide range of advanced wound care products and programs to help specialists address the challenges of hard-to-heal wounds, and help patients resume their daily lives*

LUXEMBOURG (22 September 2016) -- Marking 20 years of innovation and customer collaboration with its AQUACEL® dressings, ConvaTec, a leading global medical technology company, today announced its program and featured products for the 5th Conference of the World Union of Wound Healing Societies (WUWHS) from 25-29 September in Florence, Italy.

In this milestone year, ConvaTec is proud to bring the benefits of AQUACEL® Technology to Negative Pressure Wound Therapy with the launch of the Avelle™ NPWT System. At the WUWHS conference, the company is showcasing the innovative disposable system to support the product's UK launch and drive early adoption in additional European markets. Alongside the Avelle™ System, ConvaTec is exhibiting its portfolio of AQUACEL® dressings, including AQUACEL® Ag+ Extra dressing to combat wound biofilm, and its growing family of Foam dressings, now including Foam Lite™ ConvaTec dressing for low to non-exuding wounds.

To further recognise the anniversary at the conference, ConvaTec is sponsoring a **WUWHS Clinical Report on Innovations in Hard-to-Heal Wounds** and a symposium, **20 Years of Addressing Unmet Clinical Needs in Wound Care**, in collaboration with leading international experts in advanced wound care.

"Hard-to-heal wounds, associated with an ageing population and underlying chronic diseases such as diabetes, are a significant problem for specialists around the world, adding costs to health care systems and negatively impacting patients' quality of life," said Jennifer Hurlow, RN, MSN, GNP-BC, CWOCN and co-author of the WUWHS Clinical Report.

"The moisture management characteristics of AQUACEL® and Hydrofiber® Technology have been helping clinicians to promote cost effective wound healing outcomes for the past 20 years. Recent developments with this technology offer even more value, helping us promote better healing outcomes, reduce costs, and help patients resume their daily lives."

AQUACEL® dressings feature ConvaTec's proprietary Hydrofiber® Technology which helps create a beneficial moist wound environment for healing.¹ Originally developed to manage wound exudate, the technology evolved with the addition of ionic silver to help manage and reduce risk of wound infection and, most recently, with the inclusion of Ag+ advanced technology to combat wound

biofilm – key barriers to wound healing. AQUACEL[®] and Hydrofiber[®] Technology have been the subject of more than 365 clinical studies and papers, a tradition that continues at the WUWHS conference with the *Clinical Report*. ConvaTec Advanced Wound Care R&D is also shortlisted in two categories for the inaugural *Journal of Wound Care/WUWHS Awards*: Most Innovative Dressing (open to dressing manufacturers who have truly changed the way wounds are managed) and Infection and Biofilm (for researchers and health-care professionals who have made a major contribution in this complex area). The *JWCWUWHS Awards* will be presented on Tuesday, 27 September in Florence.

“AQUACEL[®] and Hydrofiber[®] Technology are the foundation of ConvaTec’s commitment to the community of wound care specialist and patients whose lives we touch, every day,” said Steve Bishop, Vice President, R&D, Advanced Wound Care at ConvaTec. “With a broad portfolio of advanced dressings and the Avelle[™] System, the first to combine negative pressure with the benefits of our unique dressing technology, ConvaTec is looking forward to continuing to help specialists address unmet needs in wound care.”

About the Avelle[™] NPWT System

The new Avelle[™] System delivers negative pressure wound therapy in a simple, canister-less system, allowing flexibility across different care settings. The disposable pump has a 30 day lifetime*, giving the option of extended wear and therapy, and an economic advantage over pumps with shorter lifetimes. The Avelle[™] System’s lightweight, portable and easy-to-use design also enables enhanced mobility for patients, helping them resume their daily activities, both in and out of the home, as their wounds heal.

For more information about AQUACEL[®] dressings, the Avelle[™] System and ConvaTec Advanced Wound Care, visit www.convatec.co.uk or call ConvaTec customer service at 0800 289 738.

*Battery change may be required during pump lifetime.

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About ConvaTec

ConvaTec is a global medical products and technologies company focused on therapies for the management of chronic conditions, with 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. The company is owned by Nordic Capital and Avista Capital Partners.

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¹ Bishop SM, Walker M, Rogers AA, Chen WYJ. Moisture balance: optimizing the wound-dressing interface. *J Wound Care*. 2003;12:125-128.