

## STUDY

# THE EVOLUTION OF A TOILET DISPOSABLE COLOSTOMY POUCH

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Impact

Flair Xtra®

Flair Active® Xtra

Aurum® Xtra

1996

2004

2009

2015

Perhaps the greatest adjustment colostomates must go through, is the deviation from what is considered “normal” toilet behaviour.

## INTRODUCTION

The formation of a stoma has a huge impact on their lives and, in some cases, it's one that is never fully adjusted to. For over 20 years, Welland Medical's Flushable range of colostomy pouches has aimed to restore that sense of normality, with each evolution bringing further improvements to the user experience and quality of life.

## TIMELINE OF FLUSHABLE INNOVATION

### 1996

The flushable range of products was first launched in 1996, with an innovative answer to a number of important questions. Materials that were sensitive to certain environments and bacteria were being developed, and whilst they were well suited to the task of collecting an ostomates waste, they did not offer the same odour barrier properties that Welland Medical's multi-layer bag film did. The award winning 'bag within a bag' was born.

With the outer bag providing all the benefits of a standard colostomy bag – including odour protection and filtration – the inner bag could make use of innovative materials that would enable it to be flushed down the toilet.

By tearing the bag along a circular tear path, the outer bag, which remains unsoiled during the wear, could be removed and simply disposed of in the household waste, leaving behind the flushable liner still attached to the colostomate's abdomen.

Once removed, the liner together with the hydrocolloid flange could be placed directly in the toilet. The lightweight tissue on the outside of the liner which gave the bag some of its mechanical strength when dry, begins to weaken and break away, leaving the film unsupported and reducing its strength.

The colostomate could then flush the liner away, along with any anxieties about what to do with a soiled bag.





### 2004

2004 brought new pouch aesthetics, a more ergonomic hydrocolloid flange shape and an improved tear-seal, offering an easier tear separation. The asymmetric flange offered increased adhesion where it was needed most; at the “3” and “9” o’clock positions, giving colostomates an increased sense of security.

### 2009

In 2009, a further innovation made use of smart materials and processes, and replaced the tear separation with a smooth peel action. The Peel Seal technology, allowed the inner and outer bags to be hermetically sealed during use of the bag, and then, via an easily accessible tab at the top of the bag, be smoothly peeled apart. This innovation also brought a new backing material to the hydrocolloid flange, which was more breathable and conformed better to the peristomal area.

### 2015

Most recently, the flushable range became a part of the Aurum® family. With Manuka honey incorporated into the hydrocolloid flange to help promote skin health, and another redesign of pouch and flange shape, brought the technology, function and pouch aesthetics in line with the changing landscape of the colostomy market. The Aurum range also brings more choice, with a mini bag introduced to complement the midi and maxi options already available.

An extension of the Peel Seal technology also now enables the colostomate to remove the hydrocolloid flange from the inner liner and either flush separately or place in the bin, to offer more choice surrounding the pouch changing process.

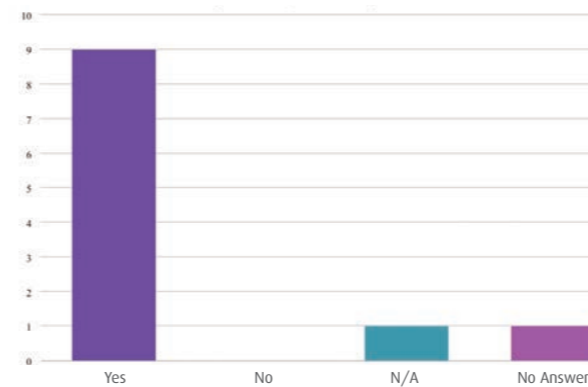


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INFORMATION

## RESULTS

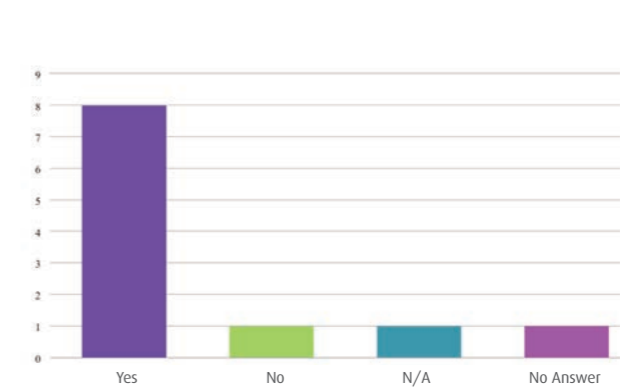
A selection of results from the ‘International comparison of the relative impact of pouch features on ostomates lifestyles’ trial are shown here to illustrate the improved levels of quality of life experienced by the patients when using the flushable pouch throughout the world.

### Does wearing a flushable pouch make you feel more confident?



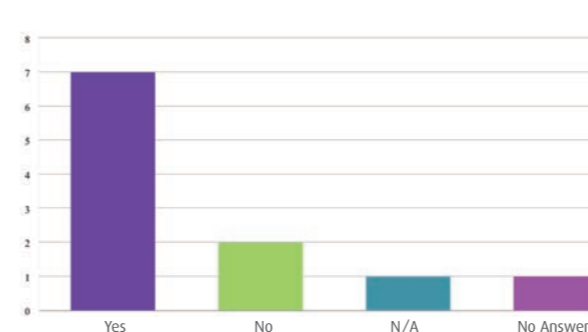
82% of ostomates felt more confident when using a flushable pouch

### Has wearing a flushable pouch made overnight stays, holidays and travel easier?



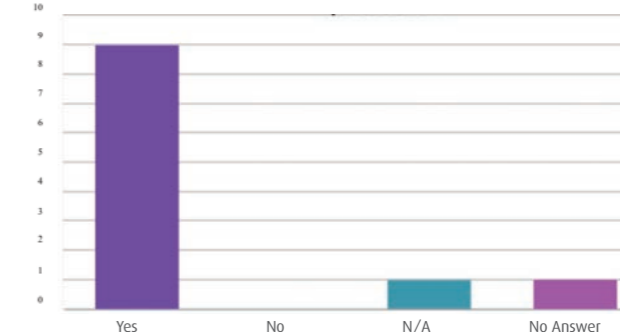
73% of ostomates felt that wearing a flushable pouch made overnight stays, holidays and travel easier

### Are you more confident when socialising and participating in hobbies?



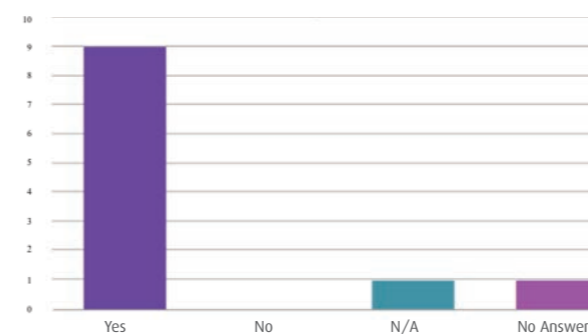
64% of ostomates felt more confident when socialising and participating in hobbies

### Do you find changing the flushable pouch an easy procedure?



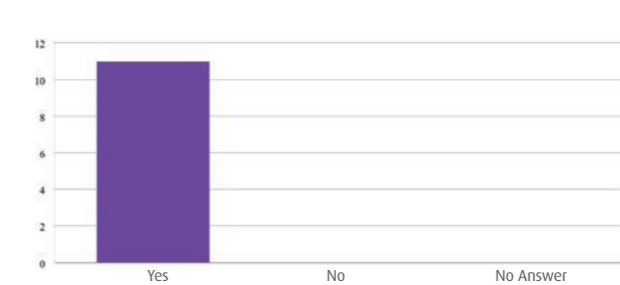
82% of ostomates found changing the flushable pouch quick and easy

### Do you find changing the flushable pouch a quick procedure?



82% of ostomates found changing the flushable pouch a quick procedure

### Would you say that the flushable pouch has improved your overall quality of life?



100% of ostomates felt the flushable pouch improved their overall quality of life