

STUDY THE FLUSHABLE GENERATION

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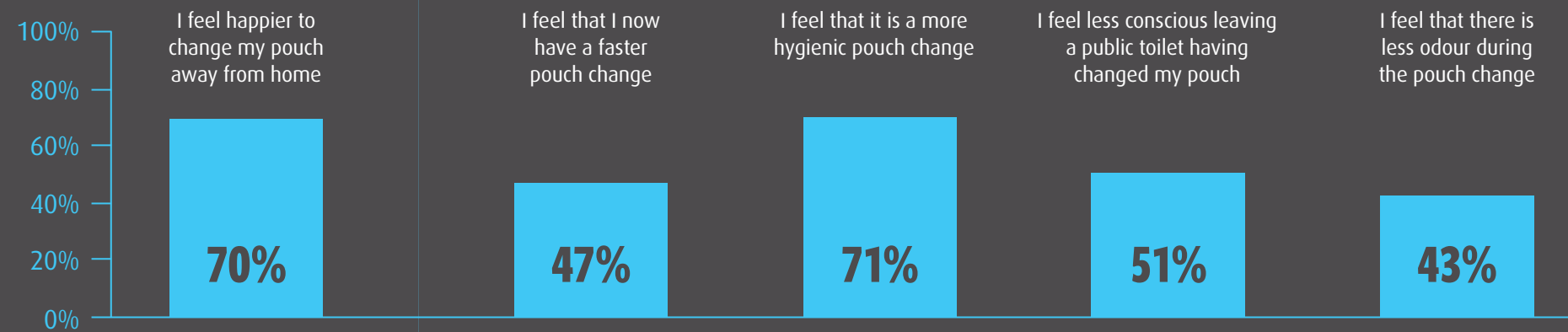
“ Before using the flushable I was cautious at first but using them I was confident and felt more of a human being and more hygienic, I gained in confidence and freedom, just excellent. In most gentlemen’s toilets there are no waste bins, I just flush the bag, put the rest in my pocket and find the first litter bin and pop it in and have no worries. Freedom is not being tied to finding disabled toilets.”

Mr C, Lancashire, UK

AIM

Following the introduction of flushable colostomy stoma pouches over 20 years ago; a survey was undertaken with 530 colostomates, to identify whether the product innovation continues to offer practical and lifestyle support and enhances quality of life.

From the responses received from patients using a flushable pouch for more than 6 months: The respondents were asked whether they agreed with the following statements:



METHOD

A postal survey was devised and patients who had routinely been using one of the flushable pouches for a period of 6 months or more were invited to participate.

RESULTS

The collective results support enhanced quality of life and lifestyle highlighting the views of the colostomate.

“ You don’t have to worry about leaving a bag in a bin; I feel more confident going to an event, activities and visiting. It gives me more confidence.”

Miss K, Devon, UK

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Before using the flushable pouches, I would decline sociable events, i.e. lunches, dinner and weddings; not knowing how I would dispose of the pouch if it was necessary. All of that has gone, as flushable pouches have changed the way of living, they are so convenient and easier to use.”

Mrs M, Derbyshire, UK

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I do things that any other people do, most times I just feel normal. It is much easier to change, better when away from home, easier to dispose of.”

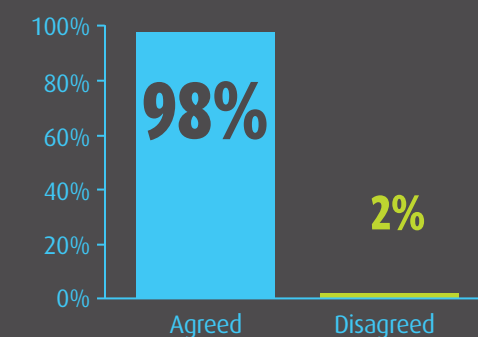
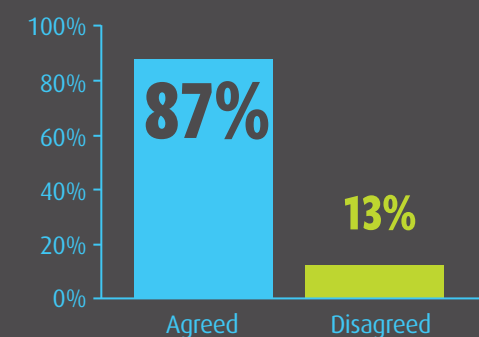
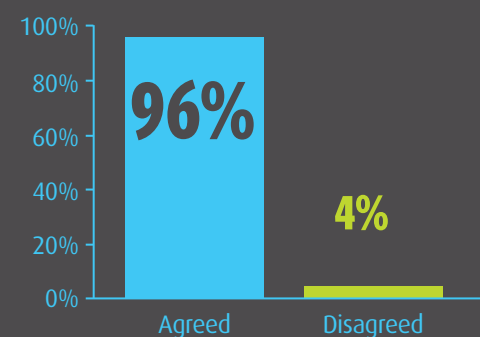
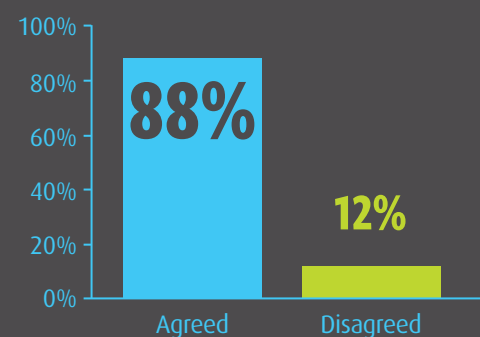
Mrs H, Warwickshire, UK

I have more confidence to do the things that I want to do, since using my flushable pouch:

Using a stoma pouch which can then be flushed down the toilet makes the whole process seem more normal:

Using my flushable pouch has given me greater freedom to enjoy life:

By using a flushable pouch, I feel that I am actively helping to support our environment by reducing landfill:



CONCLUSION

As confidence in the use of flushable pouches continues to grow for both patients and nurses alike, this 530 patient study suggests that this product innovation has changed how colostomates feel about themselves and has enhanced their quality of life as they live with their stoma.