



## The STYLISH choice

### More Than a Medical Device: Living Confidently with Aurum® Plus Soft Convex

**Author**

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**About Jim**

48-year-old woman living with Crohn's disease, diagnosed at the age of 25. She underwent ileostomy surgery at 30 following complications related to her condition.

**Clinical Need**

The patient required a convex ostomy system that could accommodate a tilted stoma, ensure a secure seal, and protect peristomal skin while offering discreet and comfortable wear.

**Care Pathway**

Aurum® Plus Soft Convex.

### Introduction

This case study presents the journey of a 48-year-old female living with an ileostomy following a long-standing diagnosis of Crohn's disease. Since her surgery at the age 30, she has experienced ongoing challenges in achieving both optimal skin health and comfort with her ostomy system.

Her story illustrates the importance of personalised ostomy care and the value of user-centred product development. This case provides insight into the evolution of her ostomy care, the reasoning behind product choices, and the positive outcomes achieved through active user involvement and continuous product improvement.

## Patient Assessment

Patient has a history of Crohn's disease and ileostomy presents with a well-functioning stoma requiring convexity due to stoma tilt, with resolved peristomal skin issues and high satisfaction using a hydrocolloid-based soft convex system for optimal skin protection and cosmetic discretion.



Figure 1: Patient applying Aurum® Plus Soft Convex black pouch

## Clinical Need

Patient requires a convex ostomy system that provides secure adhesion and accommodates a stoma tilt to prevent leakage and protect peristomal skin, while also offering discreet, clothing-compatible pouch options to support body image and quality of life. Due to prior episodes of peristomal skin breakdown linked to suboptimal appliance fit, a secure and skin-friendly hydrocolloid barrier is essential to maintain peristomal skin integrity and minimise the risk of leakage, irritation, or appliance failure.

## Care Pathway

Aurum® Plus Soft Convex in black was offered to the patient as it offers a soft, flexible convex skin barrier that adapts well to stoma and skin contours, combining skin-friendly hydrocolloid technology with improved cosmetic options (black and sand-coloured pouches). This product met the patient's clinical needs for skin protection and mechanical support while enhancing confidence and discretion in daily wear.



Figure 2: Patient wearing Aurum® Plus Soft Convex black pouch

## Clinical Outcome

The patient achieved excellent peristomal skin integrity and reliable appliance adhesion through the use of hydrocolloid-based convex systems, notably the Flair® Active Convex and subsequently the Aurum® Plus Soft Convex. The transition to the soft convex barrier provided flexible, tailored support that accommodated the stoma's tilt and skin contours, reducing the risk of leakage and skin irritation.

Patient-reported outcomes indicate high satisfaction with both comfort and the aesthetic appearance of the pouching system, contributing positively to her quality of life and confidence. Continuous monitoring has confirmed stable skin condition and sustained appliance performance, validating the choice of the Aurum® Plus Soft Convex as an effective long-term solution.

After wearing the Aurum® Plus Soft Convex pouch the patient found the Velcro™ closure gave her more security and spoke highly of the colour choice. Speaking of the black choice, the patient said "I am very happy with it. It matches very well with the clothes I wear".

## Overview

This case highlights the importance of personalised ostomy care in managing complex stoma profiles, such as a tilted ileostomy, to optimise skin health, appliance fit, and patient quality of life. Through a stepwise care pathway involving flat, curved, and active convex systems, the patient's peristomal skin complications were effectively addressed. Active patient involvement in product development via the Welland Stoma Forum (local stoma group) enabled the creation and early adoption of Aurum® Plus Soft Convex, which successfully combined functional support with improved aesthetics. The patient's favourable clinical outcome - stable skin condition, secure adhesion, and enhanced confidence - demonstrates the value of collaborative innovation and tailored appliance selection in long-term ostomy management.

**"I am very happy with it. It matches very well with the clothes I wear."**

**The patient**

The  
POSI+IVE  
choice

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