

**PK4U**
PRODUCT KNOWLEDGE FOR YOU

GENERAL PRODUCT INFORMATION

WHAT: 5" x 9" Oil Emulsion Non-Adhering Dressings**WHERE:** MedPlus Warehouse

Integrity Oil Emulsion is a non-adhesive dressing. Knitted mesh fabric impregnated with a blend of mineral oil and USP white petrolatum. Primary choice for virtually any draining wounds: skin ulcers, burns, delicate plastic surgery, ER abrasions and lacerations, infected areas, suture lines, episiotomies and circumcisions. Allows free drainage of exudate away from the wound. Convenient peel-open, tamper-proof package. Similar to ADAPTIC™ Dressing. Sterile

ATTRIBUTES & ADVANTAGES

ATTRIBUTES	ADVANTAGES
Non-Adhering	Does not stick to the wound
Allows exudate to flow through dressings	Does not disrupt the healing process
Made in the USA	High Quality USA FDA

USAGE & UTILIZATION

GENERAL MARKET:
MARKET SPECIALTY:

Acute Care, Long Term Care
 The market potential is significant for this well established product. adaptic is a well established brand and Oil Emulsion dressings in general have been used for decades.

PRODUCT INTRODUCTION:

Integrity Oil Emulsion Non-Adhering Dressings compare favorably to Ethicon (J&J) Adaptic™ Dressings. These dressings are 100% made in the USA using 100% USA raw materials.

COMPETITORS

COMPETITION:

The market leader is Ethicon (J&J), followed closely by Covidien (Kendall). Integrity is by production output, one of the markets leaders in this product line. Smith & Nephew's Aquaphor dressing is basically the same dressing as Oil Emulsion.

Covidien (Kendall)	5" x 9" Oil Emulsion Dressing	SKU 6116
Ethicon (J&J)	5" x 9" Oil Emulsion Dressing	SKU 2019