



Now 100%  
Breathable

# Skin Health

**Benefits of Innovative TENA® ConfioAir™  
Breathable Technology for Absorbent Products**



**TENA® Absorbent Products**

*Together we make a difference*

# How Incontinence Impacts Skin Health

Skin health is exceptionally important for individuals who are incontinent since the need for personal hygiene can increase as mobility and the need for added assistance in toileting increases.



**75%+**

Residents diagnosed with Urinary incontinence<sup>1</sup>

**62%+**

Residents diagnosed with Fecal incontinence<sup>1</sup>

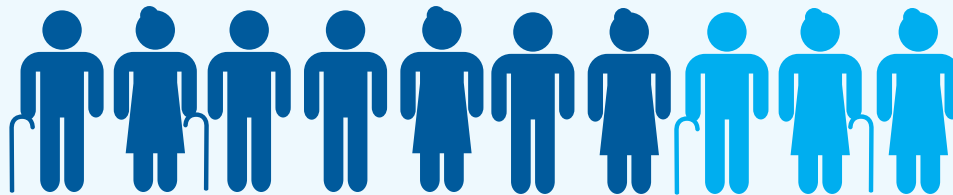


**87.9%**

of nursing home residents need assistance with toileting<sup>2</sup>

## Prevalence of Incontinence-Associated Dermatitis (IAD)

Incontinence-Associated Dermatitis (IAD) is the result of the skin's reaction to chronic exposure to urine and fecal matter; this could be observed as an inflammation and erythema with or without erosion<sup>3-5</sup>. Typically, there is loss of the epidermis. Skin appears macerated, red, broken and is painful for the affected resident.



Based on an overall literature review up to **30%**  
of residents using incontinence products had IAD<sup>3-5</sup>



Residents who also had fecal incontinence had an IAD prevalence of up to **50%**<sup>3-5</sup>



**80%**

of nursing home managers identified reducing the frequency of skin breakdown as one of the key influencers for incontinence product selection<sup>6</sup>

## The Impact of Incontinence-Associated Dermatitis (IAD)

Beyond the need to provide comfort, care and dignity, it's vital to protect residents from prolonged exposure to moisture. This can lead to infections and can result in poor resident outcomes. It can also negatively impact the reputation of care homes and increase costs.

### References

1. CDC Vital & Health Statistics, Prevalence of Incontinence Among Older Americans, June 2014
2. [https://www.cdc.gov/nchs/data/series/sr\\_03/sr03\\_038.pdf](https://www.cdc.gov/nchs/data/series/sr_03/sr03_038.pdf) ; 2013 & 2014
3. Gray M et al. Incontinence-associated dermatitis: a comprehensive review and update. J Wound Ostomy Continence Nurs. 2012; 39, 1, 61-74.
4. Gray M. Incontinence related skin damage: essential knowledge. Ostomy/Wound Management, 2007, 53, 12, 28-32.
5. Bliss DZ et al. Incontinence-associated skin damage in nursing home residents: a secondary analysis of a prospective, multicenter study. Ostomy Wound Manage, 2006, 52, 12, 46-55.
6. Strategyn Market Analysis of Nursing Home Managers, 2009

# The Effects of Age on Skin

## Slowing of cell degeneration

Elderly skin tends to be more dry, scaly and rough. This is a result of the natural slow down of regeneration of the epidermis and the production of the skin's own conditioners. As well as the structural changes, the key functions of the skin also deteriorate. Not all elderly people will have all of these changes, however, the length of time it takes to happen will also depend on genetic and lifestyle factors.

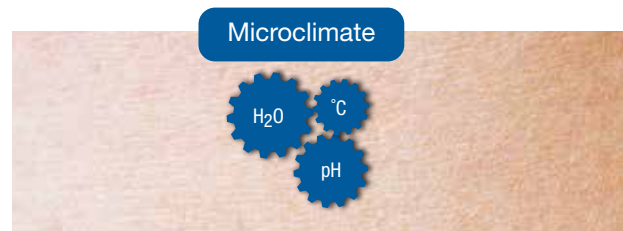


## External factors can affect skin health

There's often a combination of other interrelated factors than can make fragile elderly skin more prone to damage and slower to heal.

Everyone will experience changes in their skin as they age. As we grow older, we can also be at increased risk of other, unrelated medical conditions which can have an impact on skin health. Elderly people are in particular at an increased risk of these skin problems. A good hygiene routine can help reduce skin irritation in the perineal area and support the overall quality of life for your residents.

## Urine and Feces



External factor in Incontinence-Associated Dermatitis<sup>1</sup>

### Reference

1. Sköld M et al. Delicate skin. An internal booklet about skin, aging skin and IAD. 2010

# Moisture Balance is the Key to Optimal Skin Outcomes

## Microclimate Test\*

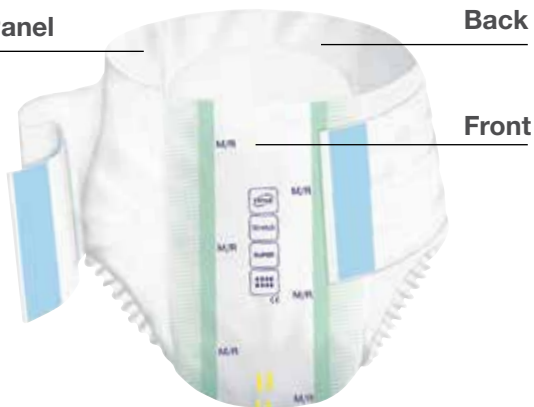
### Purpose

Determine the relative humidity of the microclimate & the breathability of the TENA incontinence product in the waist area of breathable vs. non-breathable briefs.

### Methodology

Test conducted in a microclimate chamber. Each individual sensor was used in the same position each time and each test subject had the same sensor for both tests.

### Side Panel



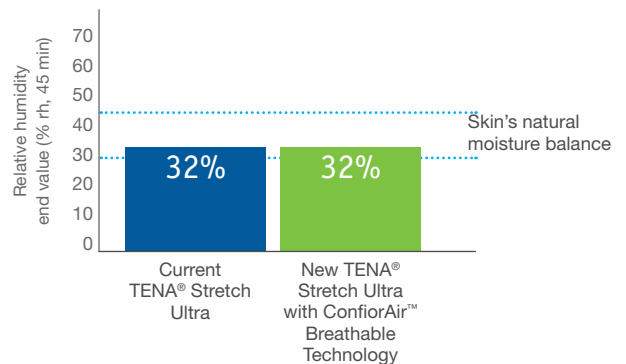
The three measuring positions on the test and reference products

## Results

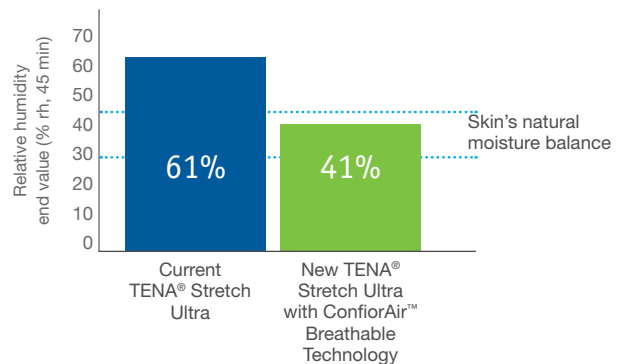
Test product (TENA® Stretch Ultra with ConfioAir™ Breathable Technology) with the breathable back sheet material had a lower relative humidity in the microclimate, improved breathability and left less moisture on the skin vs. TENA® Stretch Ultra with the non-breathable back sheet.

## TENA® ConfioAir™ Fully Breathable Technology helps maintain skin's natural moisture balance

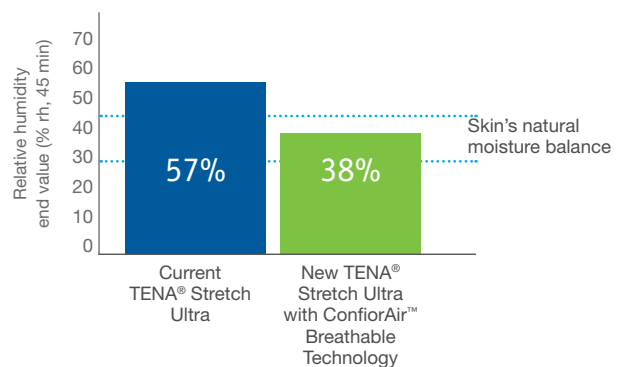
### Side of product



### Front of product



### Back of product



\*Microclimate study conducted on 30 test subjects, TENA® Stretch Ultra Briefs with ConfioAir™ Breathable Technology demonstrated lower humidity levels vs. TENA® Stretch Ultra Briefs.

# Introducing TENA® ConfioAir™ Breathable Technology

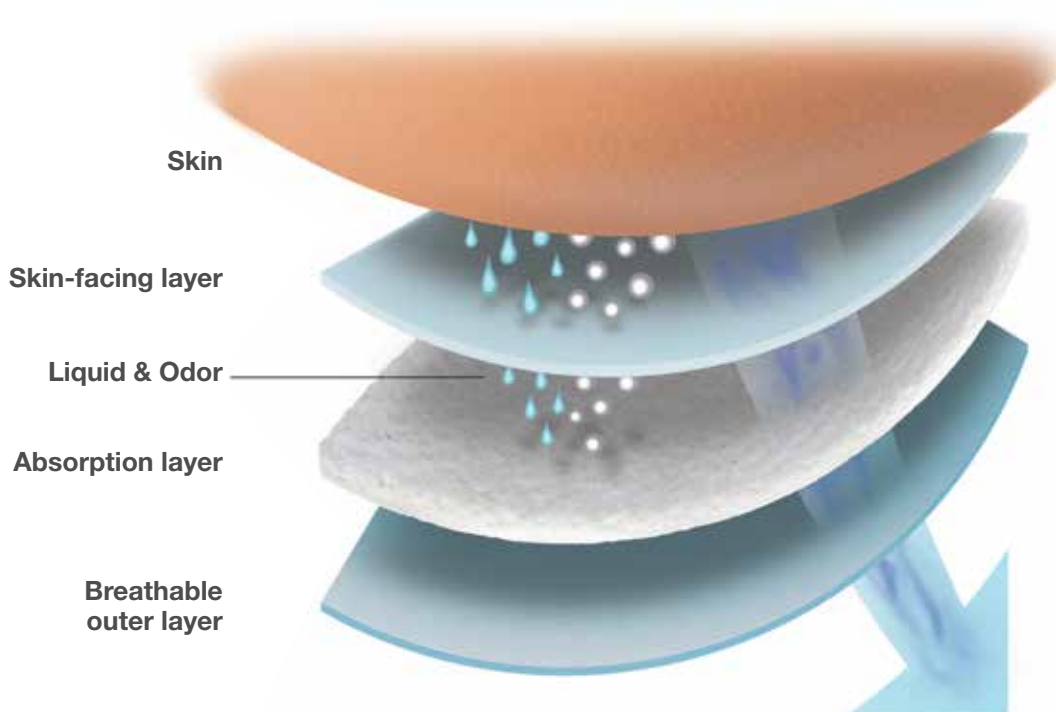
## Confidence at the Core

Microclimate is the term used for relative humidity and temperature in the region between the absorbent product and the skin. The area inside of the brief can get “hot and humid” and become a breeding ground for bacteria, which may produce sores and infection. Studies have shown that the user’s sensation of wetness is also associated with discomfort. TENA’s ConfioAir™ range of products are fully breathable incontinence products that help maintain skin’s natural moisture balance by keeping the skin comfortable and dry.



## How it works

TENA’s design utilizes a fast-acting, highly absorbent core, that wicks moisture away from the skin surface. This absorbent core is surrounded by a unique outer layer with micro-pores. This layer allows excessive moisture to evaporate, keeping the skin on the inside of the brief comfortable and dry, thus allowing the skin to breathe. Evaporation of excess moisture is proven to help maintain skin’s natural moisture balance and to help promote better skin health.



**85%**  
of Caregivers stated  
TENA® ConfioAir™  
Breathable Technology  
is more comfortable  
for residents<sup>1</sup>

TENA® ConfioAir™ fully-breathable products allow humidity to evaporate to help maintain skin’s natural moisture balance.

### Reference

1. In a Preference Test, 85% of Professional Caregivers stated that TENA® Ultra Briefs with ConfioAir™ Breathable Technology were more comfortable for residents vs. TENA® Ultra Briefs.

# Third-party Breathability Testing Outcomes

## Breathable Back Sheet Test

### Purpose

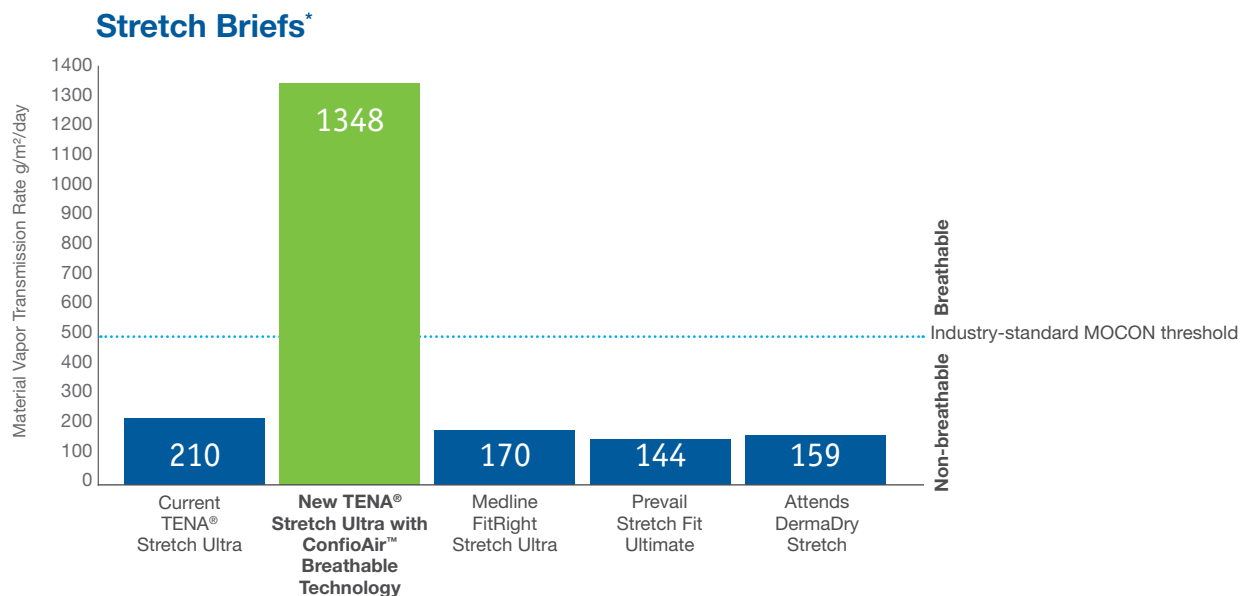
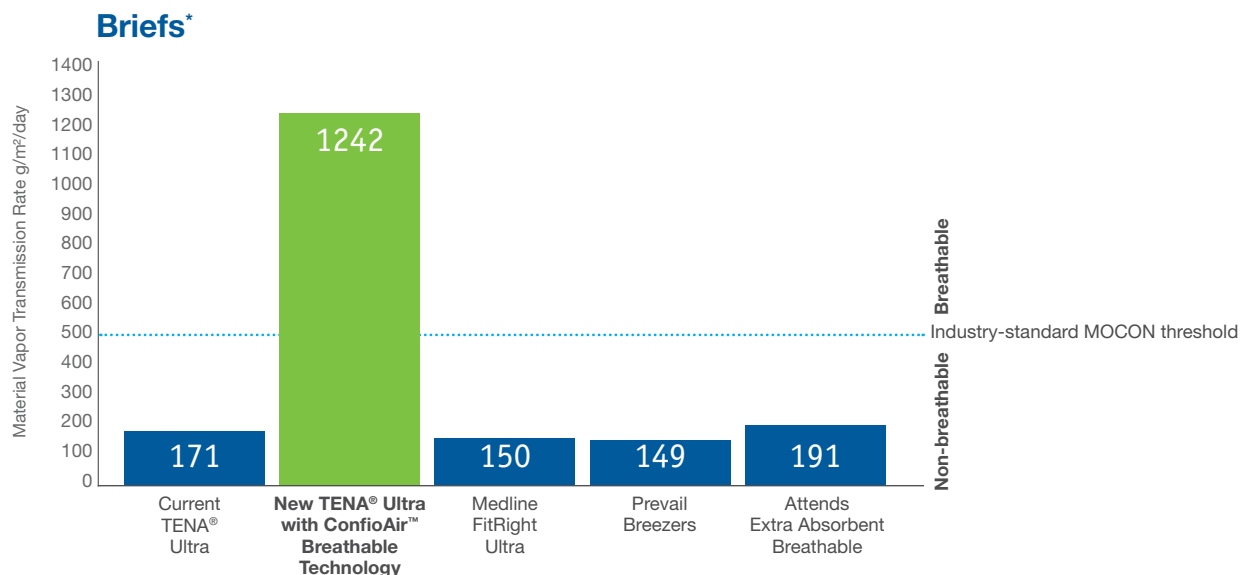
A MOCON® permeation test measures the transmission or passage of water vapor through a material (Material Vapor Transmission Rate). The most common international unit of measure for MVTR is g/m<sup>2</sup>/day. Materials with a MVTR range of 300- 500 g/m<sup>2</sup> /day are generally considered breathable.

### Methodology

The absorbent core of the product is removed and the remaining chassis consisting of a non-woven/plastic laminate is tested using a MOCON PERMATRAN® tester to determine its material vapor transmission rate.

### Results

Testing demonstrates that TENA® ConfioAir™ Breathable products have a chassis which is made with 100% breathable material.



\*Quantitative data obtained through third party testing

MOCON® and MOCON Permatran is a registered trademark of MOCON® Inc.

## Breathable Surface Area Test

### Purpose

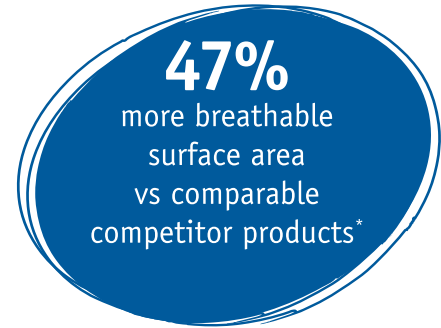
To measure the amount of breathable surface area in an incontinence product's chassis in relation to the entire product's chassis. Surface area shows how much of the chassis is made with breathable materials.

### Methodology






Through MOCON testing, we understand what materials of the product are breathable vs non-breathable. Using the surface area measurements of these materials, we can then determine what % of the product is breathable.

### Results




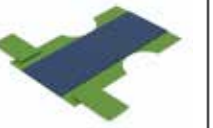

Testing demonstrates that TENA® ConfioAir™ 100% Breathable products have a chassis with at least **45% more breathable surface area** vs comparable competitor products.\*



### Briefs\*

	Current TENA® Ultra	New TENA® Ultra with ConfioAir™ Breathable Technology	Medline FitRight Ultra	Prevail Breezers	Attends Extra Absorbent Breathable
Total breathable surface area (%)	 48%	 100%	 39%	 53%	 45%

### Stretch Briefs\*

	Current TENA® Stretch Ultra	New TENA® Stretch Ultra with ConfioAir™ Breathable Technology	Medline FitRight Stretch Ultra	Prevail Stretch Fit Ultimate	Attends DermaDry Stretch
Total breathable surface area (%)	 39%	 100%	 43%	 44%	 40%

\*Quantitative data obtained through third party testing



# TENA® ConfioAir™ Fully Breathable Technology helps maintain skin's natural moisture balance:



- lower relative humidity
- 100% breathable material
- At least 47% more breathable surface area vs. comparable competitor products

We believe in a holistic approach to skin health -- combining innovative incontinence products with skin cleansing & caring routines.

## Fragile, elderly skin deserves special care

With years of experience in providing residential care with quality incontinence products, the TENA® Skincare range extends that same commitment to meeting the individual skin health needs of your residents.



### Cleanse (no rinse)

Includes Cleansing Cream, Classic Washcloth, Ultra Washcloth, UltraFlush™ Washcloth



### Cleanse (rinse off)

Includes Body Wash & Shampoo



### Protect

Includes Protective Cream

Call your TENA® Representative to learn more. Contact Us:  
1.866.722.6659 | [scaorders@sca.com](mailto:scaorders@sca.com) | [www.TENAProfessionals.us](http://www.TENAProfessionals.us)



TENA® Absorbent Products  
*Together we make a difference*