

DISCOVER THE ULTIMATE
WOUND HEALING
ENVIRONMENT

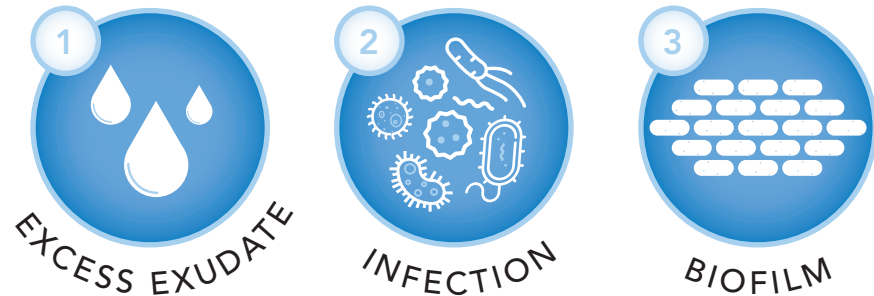




PROGRESS DELAYED WOUNDS TOWARD HEALING

WITH A UNIQUE COMBINATION OF 2 TECHNOLOGIES

Three main obstacles contribute to delayed healing of chronic wounds¹



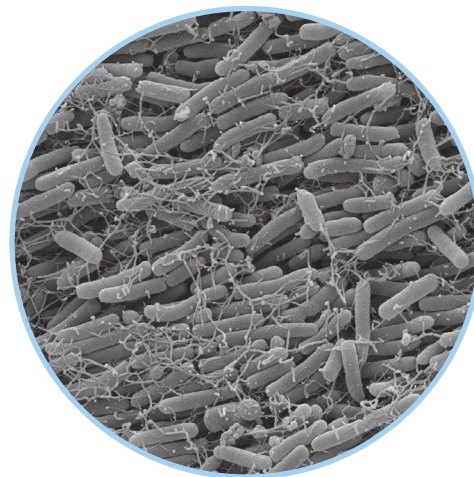
Biofilm is particularly challenging to overcome

Biofilm is healthcare's invisible threat

- **BIOFILM EXISTS IN AT LEAST 60%** of all chronic wounds²
- Biofilm is a community of bacteria and fungi firmly attached to the wound surface held together by a protective layer. The presence of the biofilm creates a chronic inflammatory state that prevents wound progression²

Biofilm is challenging to eliminate

- It inhibits the body's natural attempts to heal the wound and tolerates antibiotics and traditional antimicrobials²
- It is difficult to fully remove—even mechanically—and can re-form within hours^{1,2}



A fast and powerful silver technology

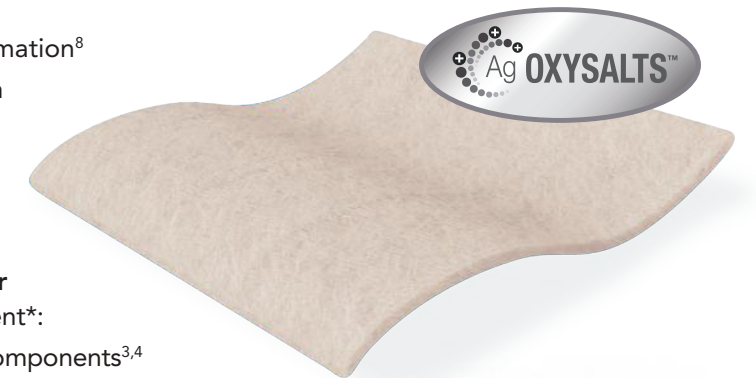
KerraCel® Ag³⁺ is the ONLY gelling dressing with Ag Oxysalts™ (Ag³⁺), providing **UP TO 6 TIMES MORE POWER** than traditional silvers (Ag¹⁺)*⁷:

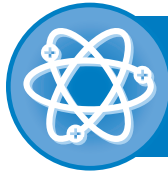
- Kills bacteria within a biofilm and prevents biofilm re-formation⁸
- Quickly kills at least 99.999% (5 log) of a broad spectrum of bacteria^{9,10}

A best-in-class substrate

KerraCel® Ag³⁺ is a **carboxymethyl cellulose (CMC) gelling fiber dressing** designed to help create the optimal healing environment*:

- Quickly absorbs and locks away exudate and its harmful components^{3,4}
- Micro-contours to the wound bed to eliminate dead space where bacteria can live⁵
- Designed to reduce the risk of periwound maceration⁴
- Strong enough to be removed in one piece⁶



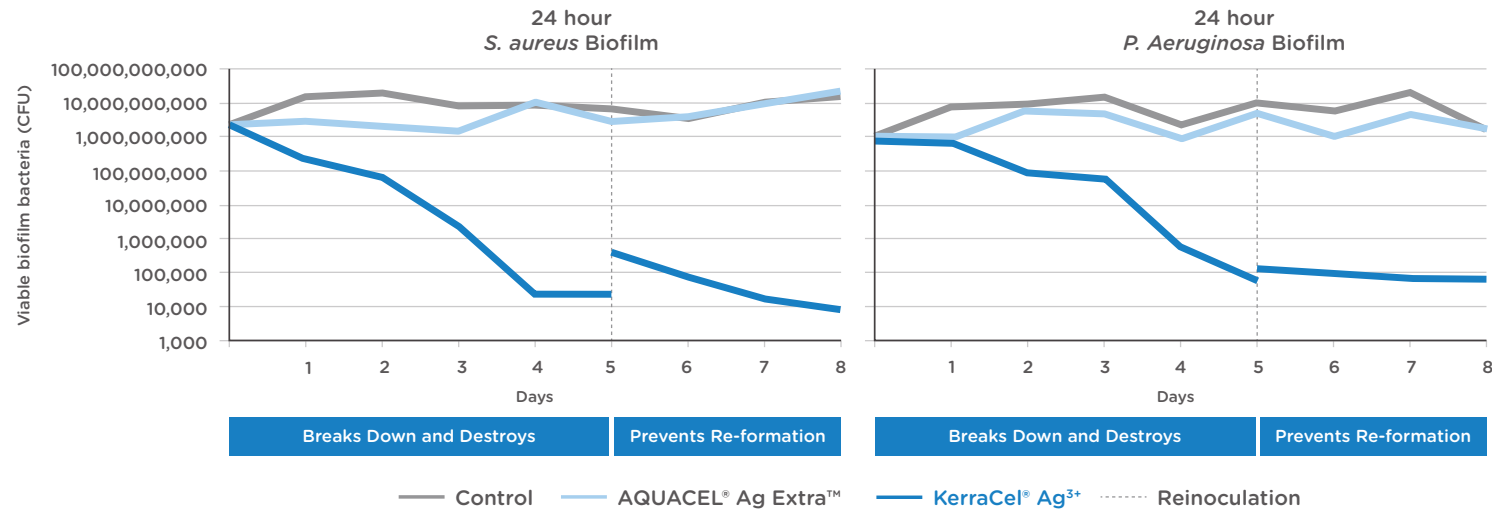


AN ADVANCED SILVER TRANSPORTS HEALING

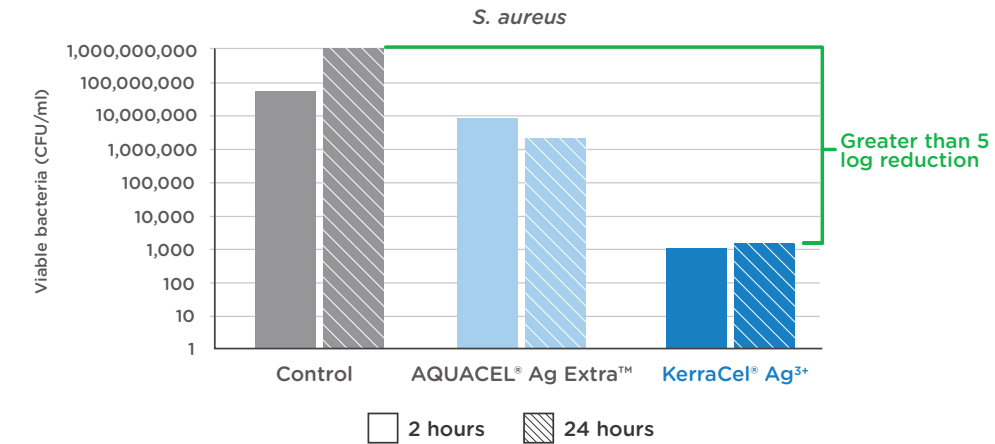
TO A BETTER PLACE

Ag Oxysalts™ are up to **6X MORE POWERFUL** than Ag¹⁺

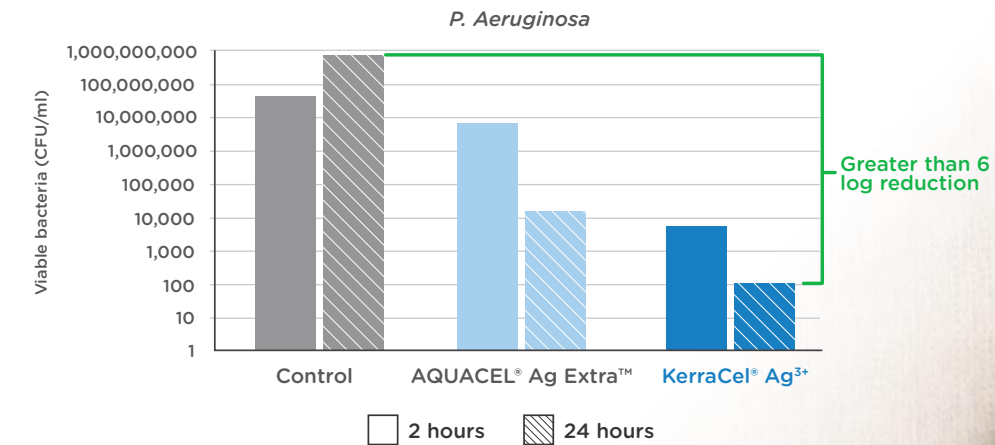
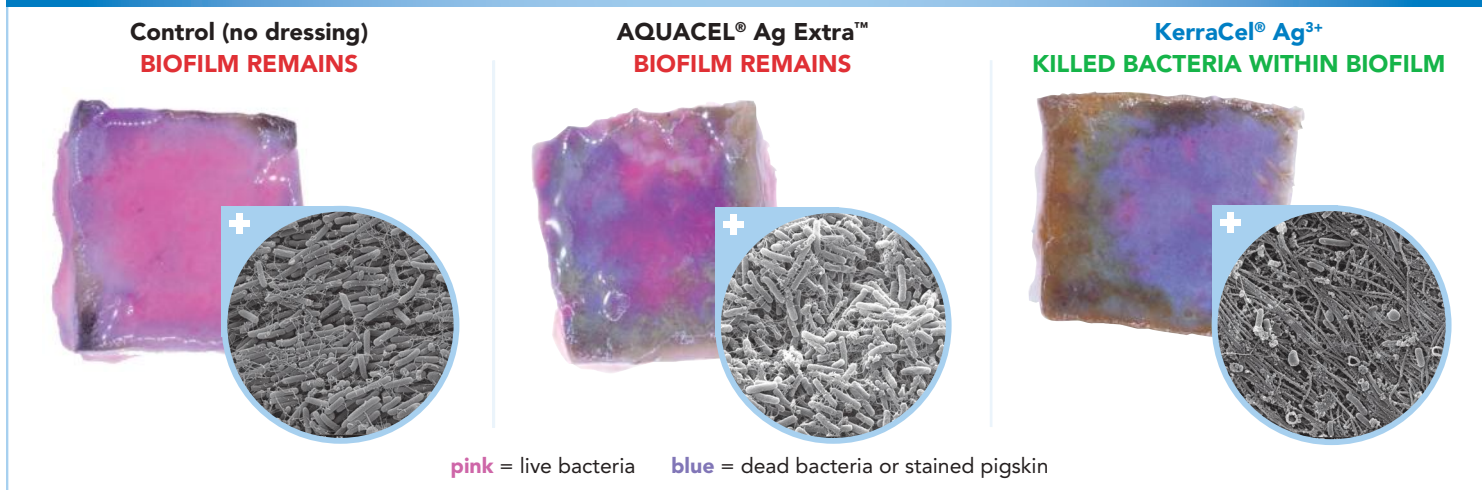
KerraCel® Ag³⁺ is the **ONLY** CMC dressing that effectively kills bacteria within a biofilm and prevents biofilm re-formation *in vitro*⁸



KerraCel® Ag³⁺ quickly kills at least 99.999% (5 log) of a broad spectrum of planktonic bacteria *in vitro* – including multi-drug resistant organisms^{9,10,12}



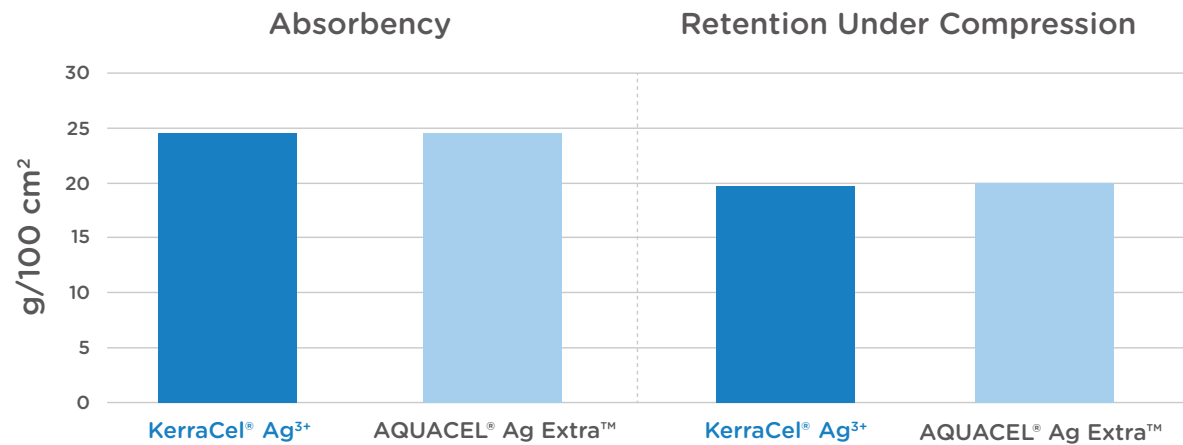
P. Aeruginosa biofilm remaining 24 hours post-application*11





AN ENHANCED CMC DRESSING CREATES

KerraCel® Ag³⁺ quickly absorbs and retains excess exudate and its harmful components*^{3,4}



KerraCel® Ag³⁺ vertically wicks and locks excess exudate away from the wound bed and periwound skin.*⁴



*As demonstrated *in vitro*.



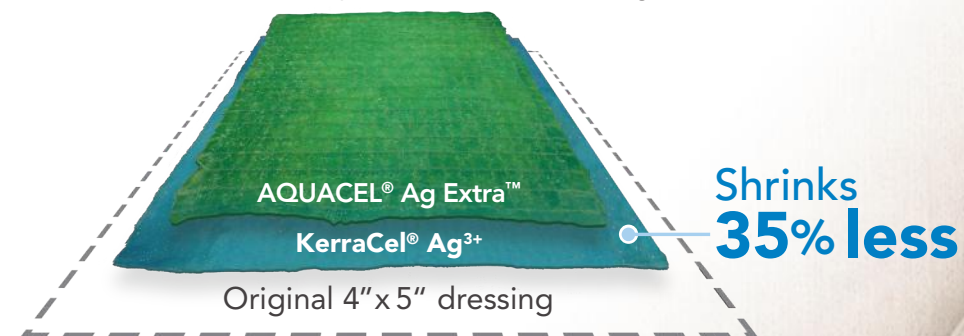
A FOUNDATION FOR HEALING

KerraCel® Ag³⁺ micro-contours to the wound bed to eliminate dead space where bacteria and biofilm can live and proliferate*⁵

<p>KerraCel® Ag³⁺ provides micro-contouring without compromising strength</p>		
<p>AQUACEL® Ag Extra™ has strengthening fibers that reduce micro-contouring</p>		

KerraCel® Ag³⁺ covers more*⁴

With less shrinking and more wound coverage, KerraCel® Ag³⁺ is a more cost-effective option than AQUACEL® Ag Extra™



*As demonstrated *in vitro*.



USE KerraCel® Ag³⁺ TO CREATE THE ULTIMATE HEALING ENVIRONMENT IN YOUR ACUTE AND CHRONIC WOUNDS



Leg Ulcer



Pressure Ulcer



Diabetic Foot Ulcer



Open Surgical Wound



Biofilm



Product code	Size	Dressings per box	HCPCS
CWL1157	2 x 2 in	10	A6196
CWL1158	4 x 5 in	10	A6197
CWL1159	6 x 6 in	5	A6197
CWL1160	8 x 12 in	5	A6198
CWL1168	0.75 x 12 in Ribbon	5	A6199
COMING SOON ▶ CWL1162	0.75 x 18 in Ribbon	5	
COMING SOON ▶ CWL1163	16 x 16 in	5	



Product code	Size	Dressings per box	HCPCS
CWL1032	2 x 2 in	10	A6196
CWL1033	4 x 5 in	10	A6197
CWL1034	6 x 6 in	5	A6197
CWL1035	1 x 18 in Ribbon	5	A6199



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References: 1. Metcalf D, Bowler P. 2013. Biofilm delays wound healing: A review of the evidence. *Burns & Trauma*. ConvaTec, Inc. 2. Management of Biofilm. *Wounds International*. 2016. 3. Evaluation of KerraCel® Ag and Aquacel® Ag Extra™ sequester bacteria. CHC R543. 2017. Data on file. Crawford Healthcare Ltd. 4. *In vitro* fluid handling properties of KerraCel® Ag and Aquacel® Ag Extra™. CHC R545. 2017. Data on file. Crawford Healthcare Ltd. 5. Zone of Inhibition evaluation of KerraCel® Ag and Aquacel® Ag Extra™ to uniformly kill planktonic bacteria. CHC R544. 2017. Data on file. Crawford Healthcare Ltd. 6. An assessment of silver ribbon dressings using a porcine cavity model. CHC R530. 2017. Data on file. Crawford Healthcare Ltd. 7. Spina C. Silver I, II, III: Chemical characteristics, properties, and anti-microbial activity. Data on file. Crawford Healthcare Ltd. 8. Evaluation of antimicrobial activity of KerraCel® Ag and Aquacel® Ag Extra™ against *in vitro* biofilms. CHC R541. 2017. Data on file. Crawford Healthcare Ltd. 9. Antibacterial efficacy of KerraCel® Ag and Aquacel® Ag Extra™ against planktonic species over 7 days *in vitro*. CHC R539. 2017. Data on file. Crawford Healthcare Ltd. 10. Rate of antibacterial efficacy of KerraCel® Ag and Aquacel® Ag Extra™ against *S. aureus* and *P. aeruginosa* *in vitro*. CHC R540. 2017. Data on file. Crawford Healthcare Ltd. 11. Evaluation of antimicrobial activity of KerraCel® Ag and Aquacel® Ag Extra™ against biofilms in a porcine *ex vivo* model. CHC R542. 2017. Data on file. Crawford Healthcare Ltd. 12. Evaluation of antimicrobial activity of KerraCel® Ag and Aquacel® Ag Extra™ against multi-drug resistance organisms. CHC R550. 2017. Data on file. Crawford Healthcare Ltd.