

NEW

KerraCel™



100% carboxymethyl cellulose (CMC)
gelling fiber dressing



Introducing an advanced CMC gelling fiber dressing



KerraCel™ is a versatile 100% carboxymethyl cellulose primary dressing for **low to heavily exuding wounds**. It uses the same gelling fiber technology as AQUACEL® Extra™ with a **more efficient design that micro-contours more closely to the wound bed**, to minimize dead space where bacteria can live.^{*1,2} Its efficient design enables **more absorbency**^{*2} with the ability to retain its integrity when pulled from a wound. And because **KerraCel™ costs less**, you can expect all of the clinical benefits of a CMC dressing at a competitive price.

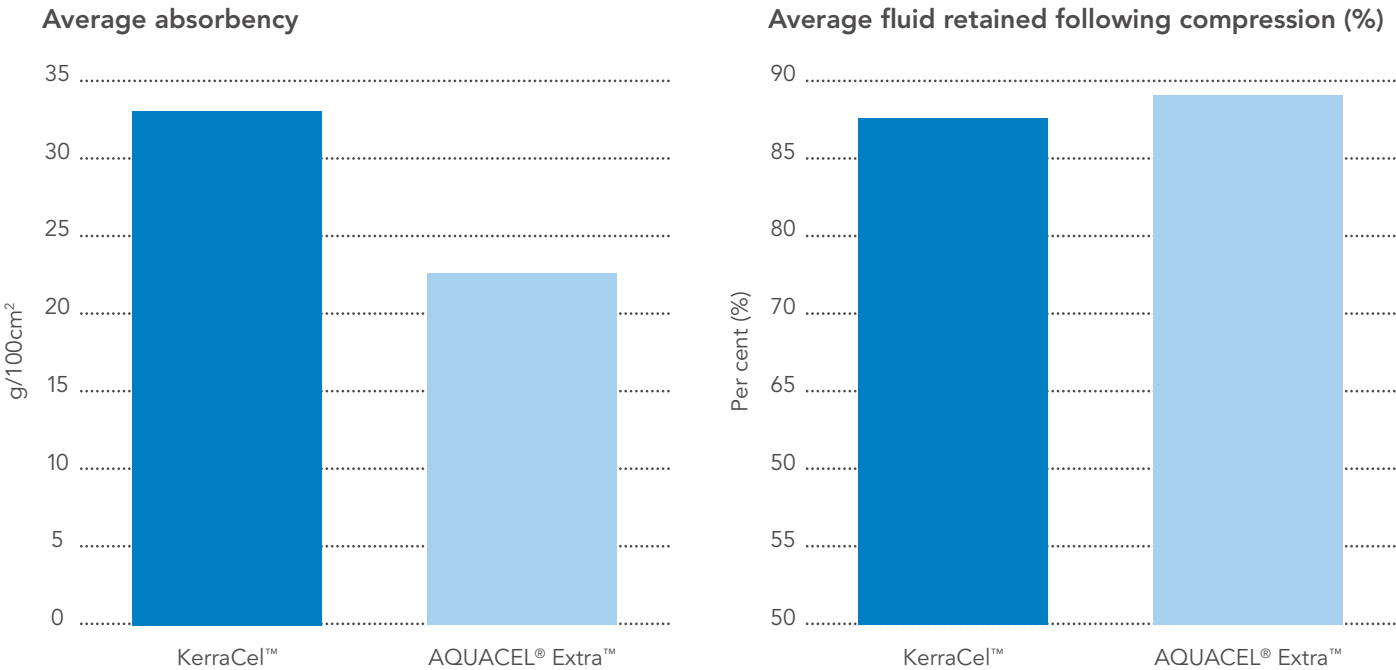
KerraCel™ dressings are designed to:

- Contour to the wound bed to minimize dead space where bacteria can live^{*1}
- Lock in exudate^{*2} to protect periwound skin from maceration
- Form a soothing gel when wet
- Sequester harmful components found in exudate^{*1}
- Help maintain a moist, healing environment
- Be removed from the wound bed in one piece

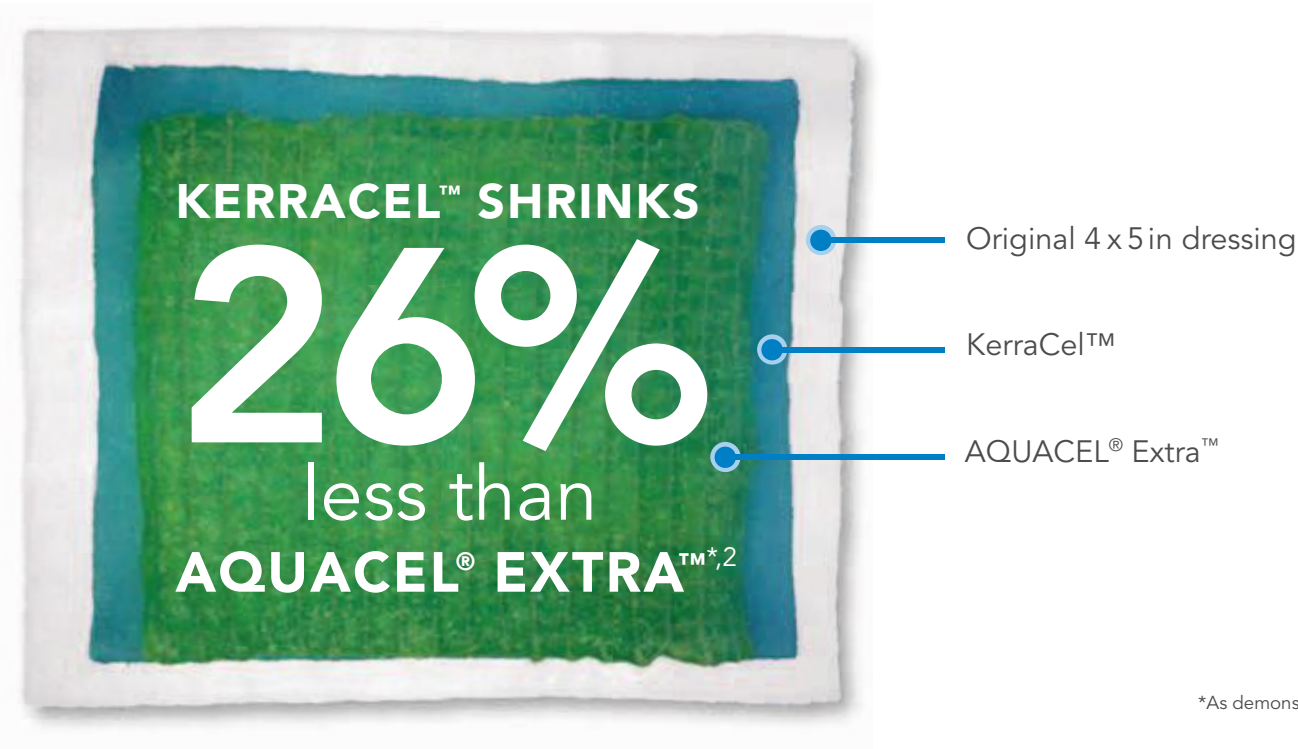
*As demonstrated *in vitro*

KerraCel™ absorbs more and shrinks less than AQUACEL® Extra™^{*,2}

During *in vitro* tests, KerraCel™ absorbed more fluid than AQUACEL® Extra™, and retained similar percentages of fluid under compression.



KerraCel™ shrinks less than AQUACEL® Extra™, allowing you to utilize more of the dressing on the wound surface.^{*,2}



^{*}As demonstrated *in vitro*

KerraCel™ micro-contours to the wound bed better than AQUACEL® Extra™*,1

AQUACEL® Extra™ contains cellulose stitching to keep from falling apart when being pulled from the wound.

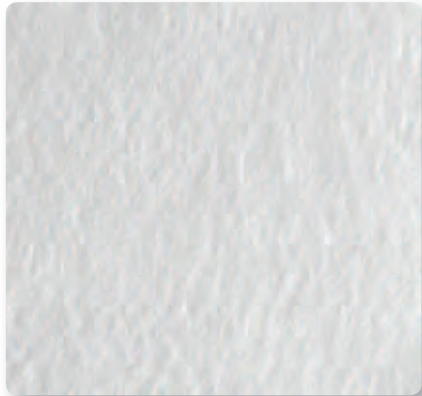
KerraCel's™ unique 100% CMC composition gives it the strength to be pulled from the wound bed without compromising the benefits of the gelling and contouring action.

KerraCel™ micro-contours more closely to the wound bed than AQUACEL® Extra™ to minimize dead space where bacteria can live and proliferate.

SIDE-BY-SIDE COMPARISON:

KerraCel™

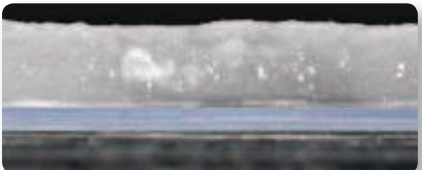
AQUACEL® Extra™



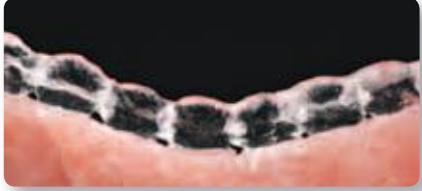
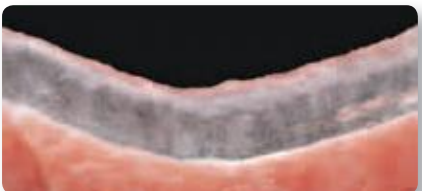
Out of package



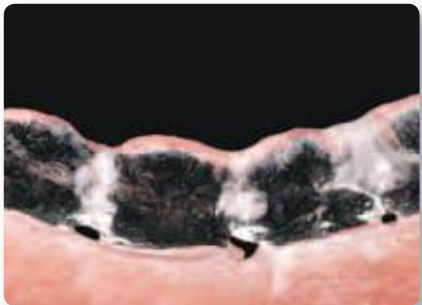
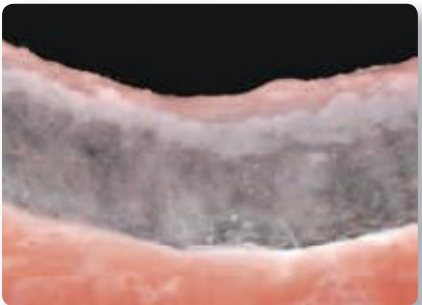
Dry on flat surface



Wet on flat surface



Wet on porcine wound model



Magnified view – wet on porcine wound model

*As demonstrated *in vitro*

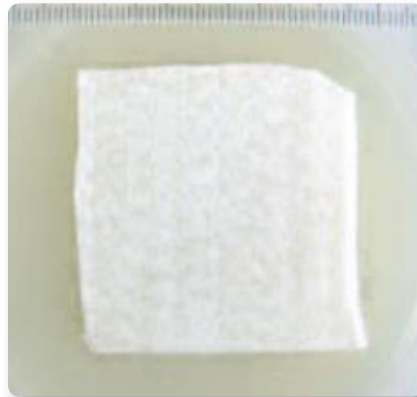
KerraCel™ eliminates more dead space than AQUACEL® Extra™^{*,1}

Micro-contouring is a significant benefit of CMC dressings. KerraCel's™ design allows the full surface of the dressing to come into contact with the wound bed, minimizing dead space where bacteria can live and proliferate.

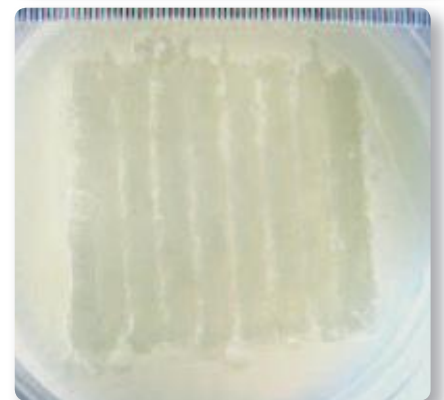
In this experiment, two agar plates were coated with a strain of MSSA. A KerraCel™ and AQUACEL® Extra™ dressing were placed on top of the bacterial lawn. The prepared plates were then incubated at 37°C overnight. Images of the dressings were taken at a 24-hour time point and compared.

Surviving MSSA can be seen along the cellulose stitching in AQUACEL® Extra™ where it is not in contact with the surface of the simulated wound.

KerraCel™



AQUACEL® Extra™



KerraCel™ locks in exudate and its harmful components, including bacteria and matrix metalloproteinases (MMPs)^{*,2}



KerraCel™ was dipped into three different colors of water to show how the dressing sequesters what it absorbs.*

*As demonstrated *in vitro*



KerraCel™ offers better value in comparison to AQUACEL® Extra™^{*,2}

In addition to offering all the benefits of a CMC dressing, KerraCel™ offers better value than AQUACEL® Extra™ by giving you the outcomes you have come to expect^{*,1,2} at a price that works with your budget.

Product	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

KerraCel™ is one of a range of woundcare solutions from Crawford Healthcare.

Crawford Healthcare is a **rapidly growing international company** dedicated to developing innovative treatments and effective dermatological, woundcare and diagnostic products for the care and repair of skin. We've worked closely with healthcare professionals for more than **15 years** and currently supply treatment solutions to over **15 countries**.

To place an order, please contact your medical supply distributor or call 855-522-2211.



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KerraCel™ is a trademark of Crawford Woundcare Ltd.
 AQUACEL Extra is a registered trademark of ConvaTec Inc.
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1. An assessment of the intimate wound contact properties of KerraCel. CHC R223. Data on file, Crawford Healthcare Inc.
 2. *In vitro* tests to analyze KerraCel and AQUACEL Extra. CHC R189. Data on file, Crawford Healthcare Inc.