

# Balmex AdultCare offers help with IAD

Balmex AdultCare offers the proven treatment and the technology to improve your patient care and outcomes. Incontinence and incontinence-associated dermatitis (IAD) are major challenges for health care professionals, particularly those caring for older adults. IAD can cause significant discomfort and pain while leading to more severe complications, including pressure ulcers.

Balmex AdultCare is clinically proven to reduce redness in just one application. The product offers a combination of zinc oxide 11.3%, which treats irritated skin and helps seal out wetness and prevent chafing to protect against further rashes, and a unique FEI (fecal enzyme inhibition) technology, consisting of botanical extracts that neutralize rash-causing irritants. The formulation protects against the three leading causes of rash



Balmex AdultCare

and irritation, provides a protective barrier against wetness, protects against skin chafing and breaks down digestive enzymes that irritate skin.

The brand was purchased in 2018 by Randob Labs, a private, family-owned business since 1979. Randob's ownership allows it to invest in brands for their long-term growth. New package design will hit retail shelves in the second or third quarter. The process uses extensive consumer research to ensure it appeals to the targeted

demographic. Products will be targeted to the institutional market as well as active women and men who suffer from some degree of incontinence, boosting brand awareness for the retail channel among users and caregivers for chronic conditions.

## KEY TAKEAWAYS

### The facts

25 million adult Americans suffer from incontinence.

### Data

Research has proven that incontinence is highly embarrassing, as adults do not like to purchase baby products in store.

### Demand

This is an unmet need, and it will keep customers coming back to you.

## Q&A

Jim Creagan, President of Randob Labs, answers questions about Balmex AdultCare

**Q** Why is incontinence-associated dermatitis (IAD) still a major challenge for health care professionals?

**A** IAD is a major challenge for health care professionals because it requires regular attention with the proper regimen of cleaning the affected areas and then treating with skin care products. Products that have zinc oxide are the standard of care, as zinc oxide provides a barrier to protect skin and also prevents chafing.

If a regular treatment isn't followed, IAD can go beyond mere irritation



Jim Creagan  
Randob Labs

and discomfort and lead to pressure ulcers and infections. These potential outcomes cost of billions of dollars in the U.S. alone. It is important for both health care professionals and those treating these conditions at home for themselves or in a caretaker role to follow best practices.

**Q** What sets your product apart from the competition?

**A** Balmex AdultCare is set apart from the competition by offering a zinc oxide formula, the standard for care, and enhancing the product with FEI. Additional ingredients, such as vitamin E to soothe and heal, are great additions to the zinc oxide treatment. Balmex AdultCare is strong enough to be used in a professional setting, and its availability on drug store shelves makes that level of care available to those who are dealing at home with incontinence-related issues

ranging from LBL (light bladder leakage) to more advanced skin issues.

**Q** What are the added benefits of zinc and FEI technology?

**A** FEI technology enhances the current standard of care by treating three leading causes of incontinence-related rash. Zinc oxide provides a barrier against wetness and prevents chafing. FEI breaks down enzymes found in the digestive tract that will continue to break down proteins and lipids on the skin when the enzymes come into contact with the skin.

# Balmex ADULTCARE

## The effects of incontinence are a challenge

*Balmex AdultCare is the solution*



*25 million adult Americans suffer from incontinence. Balmex AdultCare is clinically proven to treat incontinence associated dermatitis (IAD), which can cause significant discomfort and pain and lead to more severe complications.*

### A trusted brand with clinically proven formulation

- ✓ Clinically proven to reduce redness in just 1 application
  - ✓ Protects against the 3 leading causes of adult rash due to incontinence
    - + Provides a protective barrier against wetness
    - + Protects against skin chafing
- AND**
- + Neutralizes rash with fecal enzyme inhibition technology and botanical extracts

Other brands only protect against 2 leading causes of adult rash. Get complete protection with Balmex AdultCare.