

Hospital – Aged Care – Community Nursing

Infacol
Wind Drops

Milton[®]
TRUSTED SINCE 1916

Sudocrem[®]
HEALING CREAM

INFACOL – MILTON - SUDOCREM



Bringing Products to Life

Infacol Wind Drops

Infacol Wind Drops

Made in Australia

Active ingredient is
100mg Simethicone

Without Infacol



Trapped gas bubbles
'pain and discomfort'

How does Infacol work?

In the human body, simethicone changes the surface tension of small mucous entrapped gas bubbles in the gastric system, allowing them to join together forming bigger bubbles which are easier to expel from the body by belching or a flatus.

Simethicone is not absorbed by the gastrointestinal system and has no known side effects. It is excreted unchanged in the faeces and no adverse effects are known.

With Infacol



'with Simethicone'



*** OFF LICENCE USE**

Primary Health - Day Procedure areas & Hospital

Milton Sterilisation Method

Limits exposure to potentially infectious agents.

- Active ingredient: 500g Sodium Dichloroisocyanurate
- Kills 99.9% germs such as E.coli and S.aureus
- Sterilises in just 15 minutes
- No need to rinse
- Efficacy for up to 24 hours
- 30 pack tablets - 72 packs per carton



Areas of use are varied and include sterilisation of:

- Dialysis equipment
- Catheter parts/bags
- First aid mannequins
- Feeding

SUDOCREM HEALING CREAM

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- Key Selling Messages / Benefits
- Primary ingredients
- Application
- Indications
- Areas of use
- Support data
- Tender opportunities



SUDOCREM HEALING CREAM

Triple action emollient which aids and assists in the management of excoriated skin.

- Triple action because it Soothes, heals, protects.
- Sudocrem is a Medsafe listed product.
- Sudocrem contains **NO** Steroids, Nut traces or Arachis oil.
- Sudocrem applies transparently so wound healing can be seen and does not compromise the wound area in removal

Sudocrem[®]
HEALING CREAM



A Unique and Successful formulation

SUDOCREM HEALING CREAM



Sudocrem Healing Cream properties assist the skin in the following ways:

Triple Action Emollient

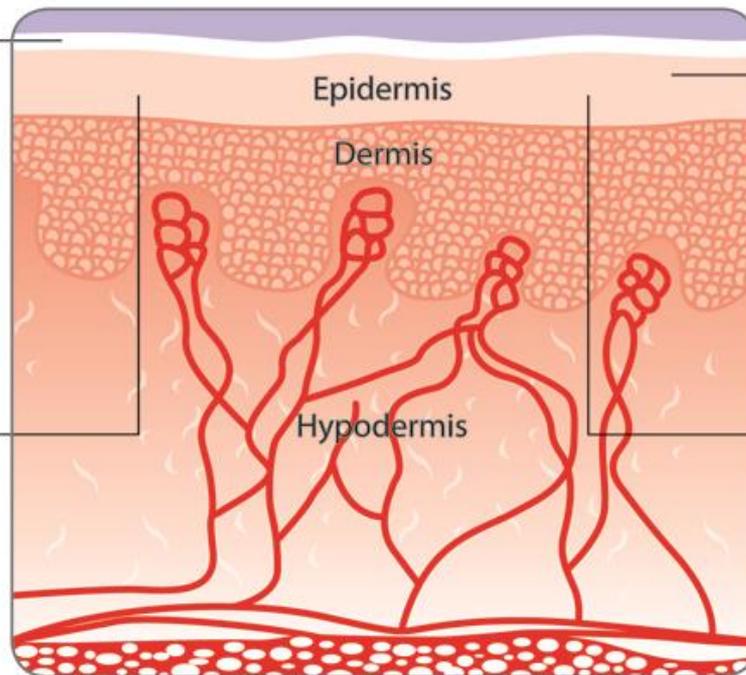
Anhydrous Lanolin*
(Hypo Allergenic)
Forms a barrier that protects the skin against irritants such as urine.

Source: Clark EW et al Contact Dermatitis 1981-08-03

*The Lanolin in Sudocrem is Anhydrous Lanolin and Medical Grade USP, Anhydrous meaning "without water".

Benzyl Alcohol
Local anaesthetic which eases pain and irritation. It also has antibacterial and fungistatic properties.

Source: Martindale – The extra MIME Version 1.0



Zinc Oxide (15.25% W/W)
An astringent that reduces loss of tissue fluid which helps promote healing.

Benzyl Benzoate
Benzyl Cinnamate
Promotes growth of Epithelial Cells, helping the healing process.

Source: Remington's Pharmaceutical Sciences 17th Edition, 1985-7 82.

Lavender Oil

Sudocrem contains NO steroids, Nut or Arachis oil

SUDOCREM – *How to apply*



Directions for use:

1. Clean and dry the affected area.
2. Apply a **small amount** of Sudocrem Healing Cream to the affected area using aseptic techniques. Use a feathering motion to prevent friction – circular actions tend to promote rubbing. A light translucent film should be evident.

‘ See the wound healing ‘

3. Re-apply as often as required. Always clean and pat dry the affected area before re-application.
4. No second product is required for removal of Sudocrem – simply a moist wipe or face washer.

NB. Stoma application

Allow Sudocrem to settle into skin before adhering appliance. (approx 60 secs.)



correct application



incorrect application



A thin layered application is important!

SUDOCREM HEALING CREAM

Suitable for use from **infant – elderly**

Medsafe Indications include:

Pressure Injuries

Sudocrem glides across the skin which reduces friction. No hard rubbing required.

Use a feathering action across the stage 1 area to assist in preventing breakdown.

From stage 2 onward, with wet wounds, use as peri-wound application to prevent excoriation of intact skin and assist healing.

Dermatitis – including incontinence dermatitis

A small amount goes a long way, feather across the area leaving a translucent film. It will absorb quickly and will NOT clog pads. You will be able to remove with a moist wipe or flannel.

Sudocrem will provide a barrier against sweat, urine and faecal matter, soothe the irritated area and heal under the barrier. (JBI Best Practice Vol.11, Issue 3 2007)



Pressure Injury Stage 1 -Non blanchable



Incontinence Dermatitis

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SUDOCREM HEALING CREAM

Suitable for use from **infant – elderly**

Abrasions

Including chafing - under arm, under breast, groin area, apron folds - grazes, cuts, scratches etc.

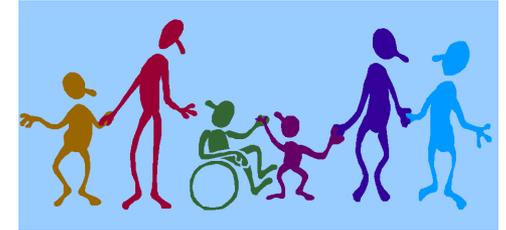
Eczema

As Sudocrem contains no steroids it can be used for symptomatic relief ongoing -

(note: Sudocrem contains a small amount of Lavender Oil for its curative properties. It is not a perfume as there is no smell to mask and as such is indicated for this condition)

Minor skin irritations

Which may arise from bites, stings, sunburn, tubing (peg feed, oxygen mask/nasal cannula etc), bridge of nose/ rubbing at back of ears from glasses, monitor spots, patches – (Oxytrol, HRT, Nicotine etc), around portacath (chemo treatment) irritation at stoma site, traction wires and pins, redness from anti-psychotic medication, facial muscle relaxation



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Position



As the first line product for maintenance to prevent skin breakdown and to promote healing

Where?

- All wards within a hospital setting

Position in place of Zinc and straight barrier products

Sudocrem will not dry & cake – will allow wound healing to be observed without further compromising the area and retain skin in a supple condition and promote healing

- Aged Care/Rest Homes
- Community / Disability

Versatile - Cost Effective - Easy to use - Skin Friendly

Sudocrem – Peri-wound applications

Sudocrem[®]
HEALING CREAM

A sparingly applied transparent layer to peri-wound area aids and assists with the protection of good skin at wound sites.



WOW = World of Wounds, Latrobe University,
Australian Wound Management Assoc.

SUDOCREM HEALING CREAM

SUDOCREM RECAP

- ✓ Infant – Elderly
- ✓ SAFETY
- ✓ VERSATILITY
- ✓ COST EFFECTIVENESS
- ✓ *IT WORKS*

NOT JUST A ZINC CREAM

NOT JUST A PROTECTIVE BARRIER

..... *A TRIPLE ACTION 'HEALING' CREAM*



Ward Pack – 24 single patient,
Single condition tubs

Ward Pack – 6 x 30gm
single patient tubes

60gm single patient tubs



Community pharmacy sizes commence at 30gm – easy access for compliance after discharge

***** A small amount goes a long way *****

SUDOCREM – Initial Hospital Focus

- ❖ Clinical Products Advisor
- ❖ Wound / Stoma Nurses
- ❖ Contenance Advisor

WARDS:

- ❖ Rehabilitation
- ❖ Neurological
- ❖ General medical/Surgical
- ❖ I.C.U.
- ❖ Gastroenterology / Colorectal / Urology
- ❖ Accident & Emergency
- ❖ Aged Care – Dementia (GEM)
- ❖ Transition Care
- ❖ Trauma



Ward packs – 30g x 6 tubes
25g x 24 single patient tubs

Tender / Contract Pricing Opportunities

- Hospital Boards
- Private Hospitals
- Community Nursing Services
- Rest Home Groups
- Government Schemes (TAC, STOMA,EB,NDIS,CMAS)
- Youngcare Facilities
- Disability Services (e.g Cerebal Palsy, MS, Parkinsons)
- Special Schools

Placement: alternative to zinc products, aqueous creams, lemnos fatty cream, Cavilon, Menalind, Calmoseptine, Secura (S&N), Tena, Conveen – Critic & Protact

Support data - SUDOCREM

References Include:

- JBI Best Practice – Volume 11, Issue 3, 2007. Topical skin care in aged care facilities
- A clinical study of Sudocrem in the management of dermatitis due to physical stress of incontinence in a geriatric population – Journal of Advanced Nursing, UK 12, 599-603
- - product comparison feature – Assessment of Pad Clogging – Journal of Community Nursing, UK June 2004, vol18, issue 6.



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QUESTIONS?



THANK YOU!

