IAD prevalence

47% of hospital patients are incontinent and of those 46% had IAD³

Compared to a patient who is not incontinent, the odds of an incontinent patient developing a pressure injury is:

22x more likely for a patient with fecal incontinence⁴

33% of hospitalized adults experienced perineal skin damage

38x more likely for a patient with impaired mobility and fecal incontinence⁴

Incontinence-associated dermatitis (IAD)

A significant risk factor for pressure injuries

IAD is defined as “an inflammation of the skin that occurs when urine or stool comes into contact with perineal or perigenital skin.”¹ IAD is also a major risk factor for pressure injuries.² Skin damage from a pressure injury occurs from the inside out, but IAD starts on the surface and works inward. When the two occur together, the results can be devastating.

³ ⁴
A 2015 two-phase evaluation of 200 patients at high-risk for developing IAD and HAPI found that in those who received an intervention that standardized incontinence cleanup with a barrier-impregnated cloth following each incontinent episode, none developed IAD or a HAPI.

**Comfort Shield®**

**Barrier Cream Cloths**

The all-in-one cloths cleanse, moisturize, deodorize, treat, and provide barrier protection with every use to help promote compliance to incontinence care protocols.

- Helps treat and prevent perineal dermatitis; helps seal out wetness
- CHG compatible
- Paraben free, hypoallergenic, gentle, and non-irritating
- Breathable, transparent dimethicone barrier makes skin assessment easy
- Allows the use of other products such as anti-fungals
- Helps eliminate mess of standard zinc oxide and petroleum-based barriers; makes each cleanup easier

**PrimaFit™**

**External Urine Management System for Females**

When properly positioned, PrimaFit’s ultra-soft wicking fabric absorbs and diverts urine away from the patient’s skin. Urine is then absorbed into the system’s core and suctioned into a collection canister, helping keep the skin dry and addressing a risk factor of incontinence-associated dermatitis (IAD).

- **Flexible fit**—Flex-Fit Core contours to patient anatomy and maintains shape for the duration of use
- **Gentle, stays in place**—Sure-Stay Silicone Adhesive Pad keeps device in place and provides for easy and gentle removal

**References**