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The Ansell Newsletter

Dear reader,

Education is clearly one of the keywords in this spring edition of In Touch. As a market leader in barrier protection solutions, it is our continuing mission to provide superior protection to healthcare workers and patients alike. Education and awareness are pivotal in ensuring high protection levels. Consequently, we're playing this 'education' card more and more these days.

Our special programmes, such as the ACPP and the AVPP, bear testimony to this approach. As do our educational videos, lectures and other publications, e.g. the handy Cytostatics Handling Guide highlighted on page 3. And our partnerships with specialist associations and key opinion leaders.

This cooperation benefits everyone involved. For Ansell, it's a source of inspiration which sharpens our innovative edge. Paired with deep research, the continual exchange of information with specialists results in groundbreaking solutions and programmes. It goes without saying that Ansell also welcomes your suggestions and comments, as a vital ingredient in our R&D efforts.

A playful note to end on... In this In Touch, you'll discover how Ansell has found a new mission: our medical gloves will feature in 'Mammoth', a full-length movie which will premiere next autumn. But first of all, enjoy this spring edition of our newsletter!

Werner Heintz - Sr Vice President & Regional Director Europe, Ansell Healthcare



Editorial

ASiT and Ansell: sharing a quest for education

Its commitment to education is a commitment that Ansell Healthcare clearly shares with the UK Association of Surgeons in Training (ASiT), the UK's second largest and fastest growing surgical speciality association. For the second year in a row, Ansell is a Gold ASiT Sponsor. Or rather a partner, as more than financial support, we also gladly put our extensive expertise in hand care at the disposal of the association members.

"The cornerstone of surgical training is a sound education", it says on the ASiT website. So just like Ansell, ASiT attaches great value to education. And its website is a great way of providing educational resources. On the dedicated [Ansell page](#), for example, a couple of Ansell presentations (double gloving; hos-

pital acquired infections) and videos (donning and hand scrubbing) are available to ASiT members, providing "invaluable knowledge for surgeons in training on the key factors in infection control," dicit Conor Marron, Past-President and Treasurer of ASiT. In addition, the updated ASiT website, which will be on



line soon, will include a link to the Ansell web pages.

Enhance protection levels

More than that, Ansell also provides support for the annual ASiT conferences. Conor Marron: "This year, Ansell offered educational materials, such as the videos on hand washing and donning techniques, and free samples for the trainees to don. These materials were an invaluable part of the courses. Gloves are not really a primary concern for trainees, they use what they get without thinking too much of protection or comfort levels. By educating them on the importance of proper hand washing, donning and choosing the most appropriate glove, we can enhance protection levels, for them and patients alike. Which is, after all, what ASiT and Ansell are all about ..."



Providing high-quality medical gloves to the booming Middle East healthcare market

The Middle East healthcare market is fast expanding. With an explosively growing population, demand for high-quality healthcare services is booming just now and new hospitals are springing up across the region. That growth is reflected in an increased interest in Ansell medical gloves. Our presence at Arab Healthcare in January 2008 was an ideal platform to meet up with distributors and end-users and showcase our world-renowned protection expertise

[Arab Health](#) has become a must-attend event on the world's healthcare calendar. With 2,200 exhibitors and over 45,000 visitors from more than 100 countries worldwide, the trade fair broke all past records this year. So Ansell, naturally, had



to be there. "Ansell Healthcare is quickly becoming a household name in the rapidly growing Middle East healthcare market,"

explained Mark Cuerden, Sales Director of Emerging Market at Ansell Healthcare. "Today, Ansell solutions are being sold through local distributors in every Middle East country and the growth prospects look particularly favourable in Saudi Arabia, Kuwait and the United Arab Emirates. Arab Health was a great opportunity for us to meet all our local distributors in the short space of three days and to present our latest protection solutions."

In addition to the [Gammex®PF](#) range of surgical gloves, Ansell also highlighted the added value of the [AnsellCares](#) educational programmes. Now that the Middle East healthcare market is attaching increasing importance to high-quality services, Ansell's advanced technologies and educational approach met with exceptional interest.

Better informed South African sales team ... for better informed customers

Just like in the Middle East, economic growth in South Africa is boosting demand for advanced pharmaceutical and medical products. To provide the best of services to its growing group of customers, Omnimed decided to merge its Pharma and Hospital Divisions. Quite recently, the entire sales team got an in-depth training into Ansell products, solutions and special programmes, such as the Ansell Cytostatics Permeation (ACPP) and Ansell Viral Penetration Programmes (AVPP).

Since the merge of Omnimed's Pharma and Hospital Divisions, 14 experts are representing Ansell products in the expanding South-African market. The enthusiastic sales team is committed to providing its customers with true added value - much more than mere product information. And Ansell gladly helps them in doing so. "We have a sales team of expert professionals with backgrounds in pharmacy and biology," says Jane Lamprey, national sales manager at Omnimed. "They're very eager to know all about the products and solutions they're representing. So it's great for us to get in-depth



The entire OmniMed team with the Ansell experts: Pierre Delmotte (2nd row, right) and Tim van Nordwall (2nd row, left)

information and support from Ansell."

ACPP and AVPP: true added value

After introductory training sessions on the basics like glove manufacturing, quality assurances, EN regulations and on how to approach and advise customers and create added value, the South African team recently got introduced into specific hand protection issues like allergies and Ansell's world-acclaimed ACPP and AVPP. "It is such innovative approaches that makes Ansell so unique," Jane Lamprey

continued. "During the training sessions, everyone was very impressed on how Ansell's ACPP and AVPP have led to safer guidelines for handling cytostatics and to a more accurate evaluation of glove resistance to viral penetration. It's so interesting to have an inside view on these specialist topic, so that we can optimally inform our customers and provide them with added value. The event has definitely given a further boost to our already enthusiastic team. Which our customers will profit by!"

Three vital steps to safe cytostatics handling, in a smart Ansell Guide

Cytostatics need to be handled with care. Yet, in spite of that, worldwide research indicates that many healthcare workers involved in the preparation, administration and disposal of these drugs are unaware of the danger. To help them prevent exposure, Ansell Healthcare has recently published a handy 'Cytostatics Safe Handling Guide', including glove recommendations. Here's the guidelines at a glance.

The incidence of cancer is staggering and chemotherapy has become a much-used treatment. The cytostatic drugs used for this treatment, however, are not without hazards. Truly committed to optimally protecting healthcare workers and patients alike, Ansell has been conducting research into the cytostatics threat for many years now. Our efforts result in advanced products and groundbreaking programmes, such as the world-renowned [Ansell Cytostatics Permeation Programme \(ACPP\)](#). Based on that expertise, we are ideally placed to provide expert advice on the proper handling of cytostatics.

PPE + safety procedures

Avoiding exposure to cytostatic agents implies both the use of appropriate Personal Protective Equipment (PPE) and following the most stringent safety procedures. Ansell's recently published [Cytostatics Safe Handling Guide](#) briefly describes what gloves to don and what procedures to follow - from the moment the drugs arrive in the hospital pharmacy thru' to their administration to the patients.



Preparation

Preparatory steps before reconstituting the cytostatic mixture include donning appropriate PPE and a thorough disinfection of both the work area and all equipment. For these steps, Ansell recommends its Nitra-Touch™ glove, which combines superior chemical and puncture resistance. Being a synthetic glove, the Nitra-Touch™ eliminates the risk of latex type I allergies.



Reconstitution of the cytostatic mixture

Again, wearing the appropriate barrier protection (sterile gloves!) and disinfection are key when preparing the cytostatic mixture. Pharmacists can choose to wear either synthetic or latex gloves in this step. Ansell's polychloroprene DermaShield® couples excellent chemical resistance to latex-like comfort and flexibility, without giving type I or type IV allergies any chance. The latex [Gammex® PF XP™](#) is Ansell's latest showpiece. Read more about it in the box below.



Administration of cytostatics to patients

Here it's vitally important to also take the safety of the patient into account. As cancer patients' resistance is low, Ansell recommends to wear synthetic gloves in order to reduce the risk of allergic reactions. The nitrile [Nitra-Tex®](#) glove or its longer-sleeve counterpart ensure an effective barrier against chemicals and a secure grip, without compromising comfort.

You'll find the full Guide at the ['special programmes'](#) section of our website.

The brand-new Gammex® PF XP™: for eXtra Protection

The optimised wall thickness - 10 % thicker - and low risk of pinholes are the secrets to the exceptional protection levels guaranteed by the new [Gammex® PF XP™](#). In exhaustive tests, the glove withstands a range of cytostatics for up to 60 minutes. It effortlessly combines this impermeability with the comfort,

flexibility, sensitivity and low allergenicity that have made our Gammex® PF gloves much-wanted in hospitals the world over.

Read all about the new glove on [our website](#), where you can also found our extensive [press pack](#).

3.2 million

is the number of people diagnosed with cancer in 2006, up from 2.9 million in 2004. Given the current trends in smoking prevalence and unhealthy lifestyles, the number of new cases is expected to grow exponentially in the future. In other words: the need for awareness and appropriate protection against increasingly used cytostatics is greater than ever.



Ansell Cytostatics Permeation Programme (ACPP) update!

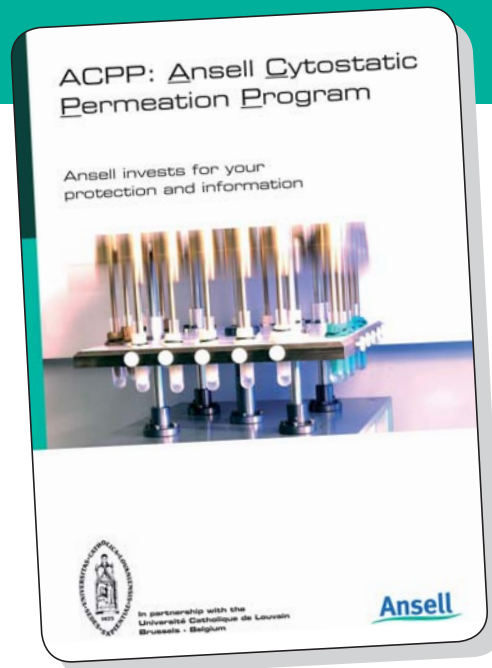
Our unique Ansell Cytostatics Permeation Programme (ACPP) is as 'dynamic' and 'real-time' as its concept: we're continually including new tests and results. Over the past few months, our research efforts into cytostatic permeation led to the highly protective Gammex® PF XP™ glove. The favourable test results for this newcomer have been included in a brand-new ACPP brochure, which now solely focuses on the gloves described in our Cytostatics Safe Handling Guide.

For the safe handling of cytostatic agents, Ansell recommends the nitrile NitraTouch®, neoprene DermaShield®, latex [Gammex® PF XP™](#), nitrile [Nitra-Tex®](#) and [Nitra-Tex® EP](#). Why these, you may ask? Well, the decision is a well-founded one, based on extensive [ACPP](#) tests under the constraints that gloves

commonly endure such as rubbing, tension or high cytostatic levels. The Natural Rubber Latex Gammex® PF XP™ is a new addition to the range, based on extensive ACPP research and specifically designed for protection during the preparation and reconstitution of cytostatics .

1 000 to 100 000 times below EN 374 detection limit

That the nitrile, neoprene and new latex gloves ensure exceptionally high barrier protection levels, is shown in the table you'll find in the new ACPP brochure. For the majority of the 17 cytostatics, the permeation level found for all of these gloves is 1 000 to 100 000 times below the detection limit defined in the EN 374 standard. Even after 60 minutes exposure to Carmustine, generally known as one of the most toxic cytostatics, the gloves protect at least 10x better than the permissible limit. Equally



positive were the results with Mitomycin C and Oxaliplatin, two drugs often used in HIPEC treatment, which were tested not only at body temperature but also at 43°C.

Want to read [the updated ACPP brochure](#) ? It's available on our website (under the tab 'info - downloadables').

Coming to a theatre near you: Mammoth, starring Ansell gloves

Swedish film director Lukas Moodysson succeeded in casting some great actors for his new movie Mammoth, his first-ever international production. Besides lead roles for box-office stars Gael Garcia Bernal (Babel, the Motorcycle Diaries, etc.) and Michelle Williams (Brokeback Mountain), the film also features ... Ansell medical gloves.

Lukas Moodysson is no newcomer to the world of film. Proclaimed a 'young master' by Ingmar Bergman, Moodysson made some successful Swedish productions like Show me Love, Together and Lilya 4-ever, which established him firmly on the international circuit. With Mammoth, Moodysson will take on his most ambitious project yet. The Swede's first English-language film is shot in locations that include New York,



Thailand, the Philippines and Sweden and has an impressive cast.

Pediatric surgeon

Mammoth revolves around the successful

New York couple Tom and Ellen, their eight-year old daughter and their Filipino nanny. On a business trip to Thailand, Tom realizes that he wants to change his life. His decision sets in motion a dramatic chain of events.

As Ellen is a pediatric surgeon, the movie contains numerous hospital shots. Hence the link with Ansell. Hakan Jonsson, Ansell Area Distribution Manager Nordic, Baltic and Eire: "As Ansell is the household brand in the hospital where the shots are taken, the producers asked for a sponsoring deal. We gladly provided a stock of examination and surgical gloves. This product placement is a great way of raising brand awareness, the world over. Expectations for Moodysson's new movie are high and we're proud to be part of this ambitious production." Mammoth will premiere in autumn 2008.

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