

Elastoplast

# ADVANCED WOUND CARE

Know-how & practice for daily  
recommendation in pharmacy

Beiersdorf



# YOUR TEAM OF TRAINERS



**SONJA KRUEHNHOLZ**

Pharmacist &  
Senior Scientific Advisor Beiersdorf



**TERESA HAGENS**

Medical Training Manager  
Beiersdorf

# AGENDA

Elastoplast

**01** Why Training is relevant for you

**02** Acute Wound Care

**03** Post-operative Wound Care



Elastoplast



# WHY TRAINING IS RELEVANT FOR YOU?

SECTION 01

Beiersdorf



Why training is relevant for you?

# PHARMACY ASSISTANTS CONTINUE TO BECOME MORE IMPORTANT



**PA is a trusted advisor to patient<sup>1</sup>**



**Care at home increases: Patients rely on pharmacists and PAs even more**



Elastoplast

<sup>1</sup>Beiersdorf & September. (2022). (Wound Care) Knowledge is Power

Why training is relevant for you?

# HOWEVER, NOT ALL PAS FEEL AS COMFORTABLE WITH GIVING WOUND CARE ADVICE

Elastoplast

**Most PAs do not receive formal training about Wound Care after formal education<sup>1</sup>**



**Wound Care is a complex category with many different products**



<sup>1</sup>Beiersdorf & September, (2022), (Wound Care) Knowledge is Power

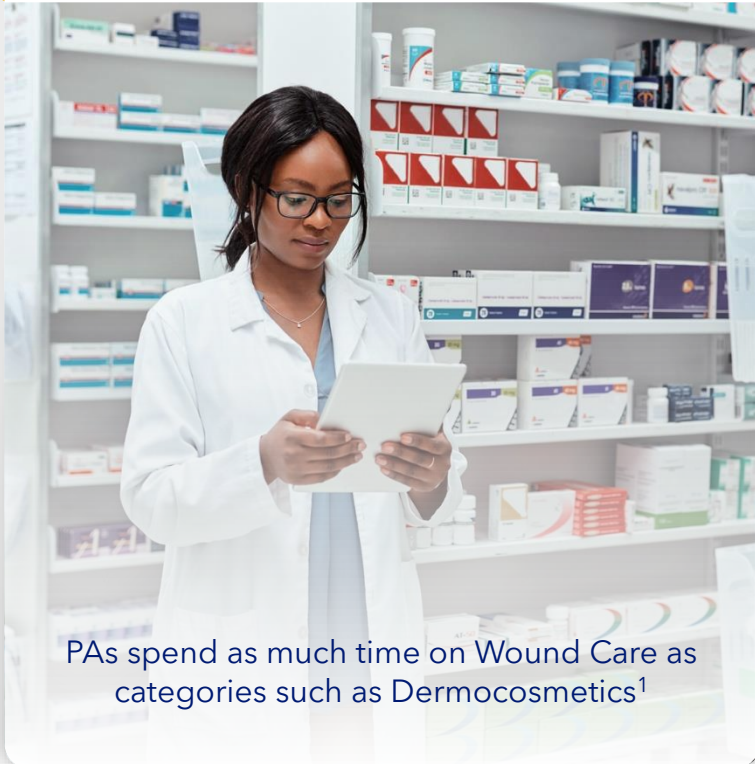


Why training is relevant for you?

# WOUND CARE IS AN IMPORTANT CATEGORY FOR PHARMACIES

Elastoplast

**Wound Care is an essential category for pharmacies**



Pharmacists spend as much time on Wound Care as categories such as Dermocosmetics<sup>1</sup>

**Satisfied shoppers will return to the pharmacy**



**Wound Care boosts overall profitability**



<sup>1</sup>Mindline (2017). Usage & Attitude Professional Wound Management

Why training is relevant for you?

# OBJECTIVE OF TODAY: MAKING YOU A WOUND CARE CATEGORY EXPERT

Elastoplast



**Understanding  
and developing**  
the Wound Care  
category



**Help patients  
even better**  
with extensive Wound  
Care knowledge

**APPLICABLE IN YOUR  
DAILY (WORK) LIFE**



# ELASTOPLAST AS THE LEADING GLOBAL WOUND CARE BRAND



## 140 years of tradition, experience & medical competence in Wound Care



1882



1901



1922

1976



1996

2001



2003

2005



2012

2018



2021



2022




# PLASTER DEVELOPMENT AT ELASTOPLAST



 Research and development

 Technology and product features

 Local tolerability

 Clinical studies



Elastoplast



# ACUTE WOUND CARE

SECTION 02

Beiersdorf





# TYPES OF WOUNDS

**Cuts**



**Abrasions**



**Scratches**



**Lacerations**



**Blisters**



**Burns**



**Post-op wounds**

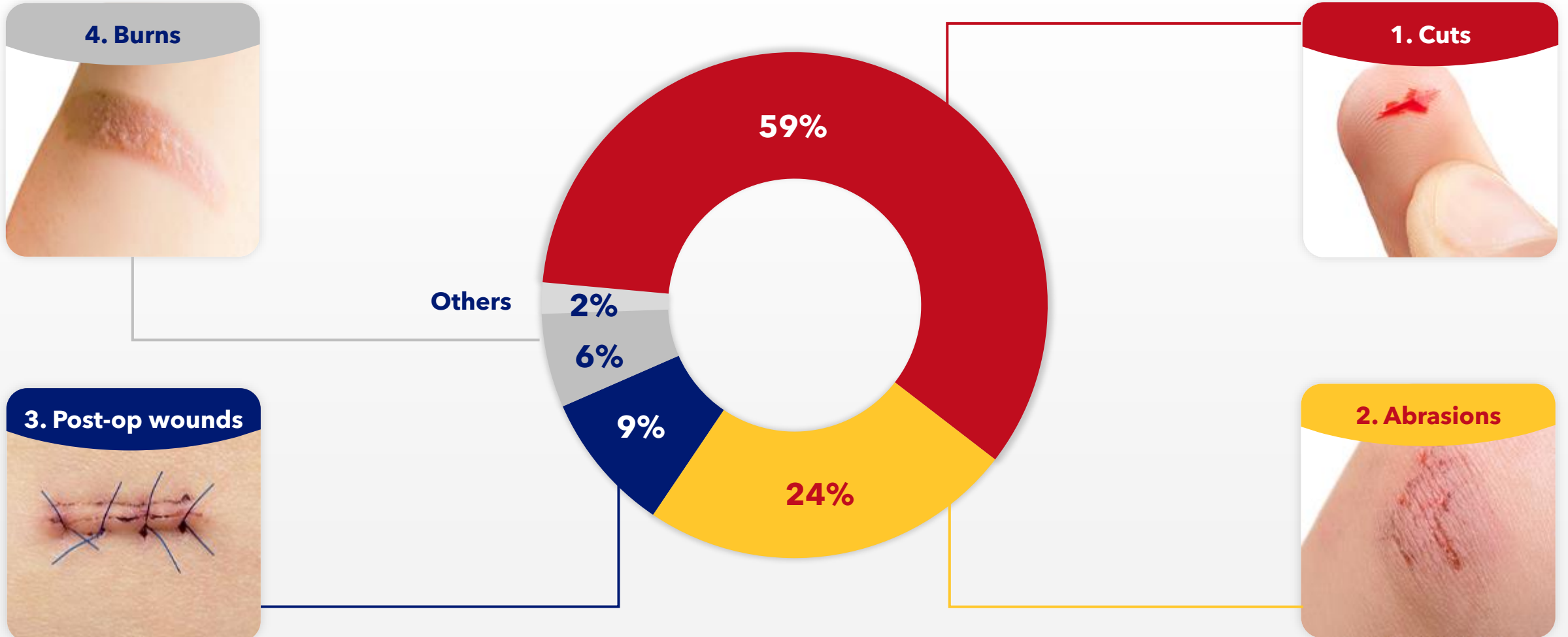


**Scars**



# MOST COMMON WOUNDS

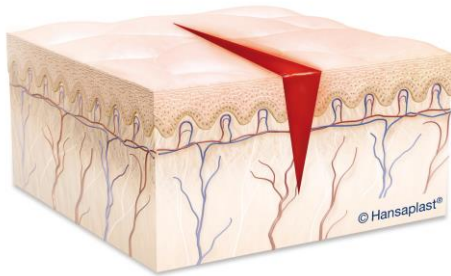
Elastoplast



Source: MW Research; Consumer survey; Q7: What kind of wound was that?; Base: Total n= 495, DE/UK/IT; May 2014.

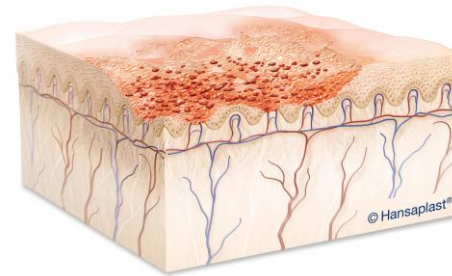
# TYPES OF WOUNDS

## CUT



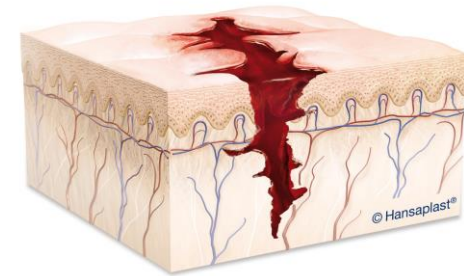
- Caused by sharp objects e.g., knife, small tool or the edge of a sheet of paper
- Reaches deeper skin layers, initially heavier bleeding; smooth wound edges

## ABRASION



- Caused by scratching over a rough surface with upper skin layer coming off subsequently
- Usually bleed only a little, abundant wound exudate
- Larger abrasions are very painful as the nerve endings of the underlying skin layers are uncovered

## LACERATION



- Caused by forces on skin parts which are fixed directly to the bone
- Gaping, irregular wound edges
- Bleed heavily
- Often to be treated by a physician



# AREAS OF CONSULTATION IN THE PHARMACY



## Self-treatment of smaller wounds

- Cuts and abrasions
- Minor burns
- Superficial wounds
- Blisters



## Professional Wound Care

- Post-operative wounds
- Chronic wounds



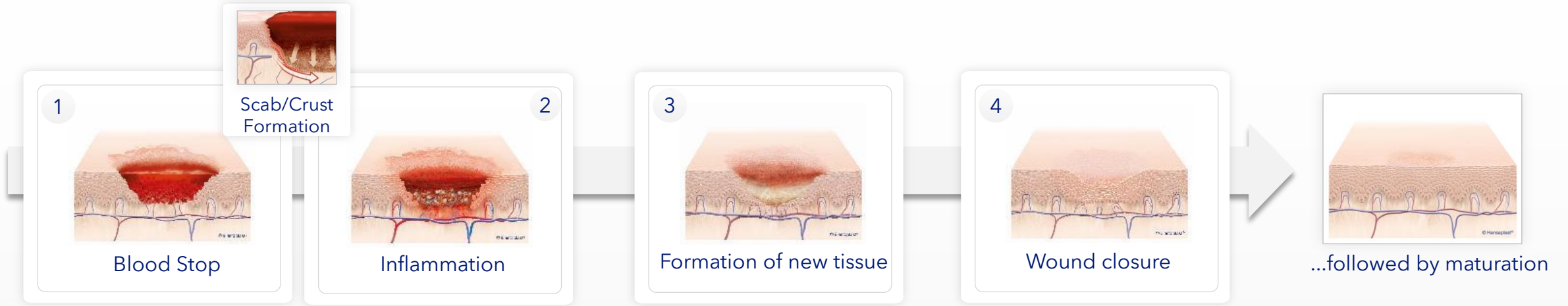
## First Aid and medical advice

- Bite wounds (humans, animals)
- Larger burns
- Stab wounds
- Foreign bodies
- Deep and heavy bleeding wounds

Elastoplast



# PHASES OF WOUND HEALING



## Blood clotting

- Platelets aggregation prevents blood loss
- Fibrin formation (thrombus)

## Exudation / Inflammation

- Inflammatory cells clean the wound (neutrophils, monocytes, mediators)
- Marked by oedema, erythema, pain

## Granulation / Proliferation

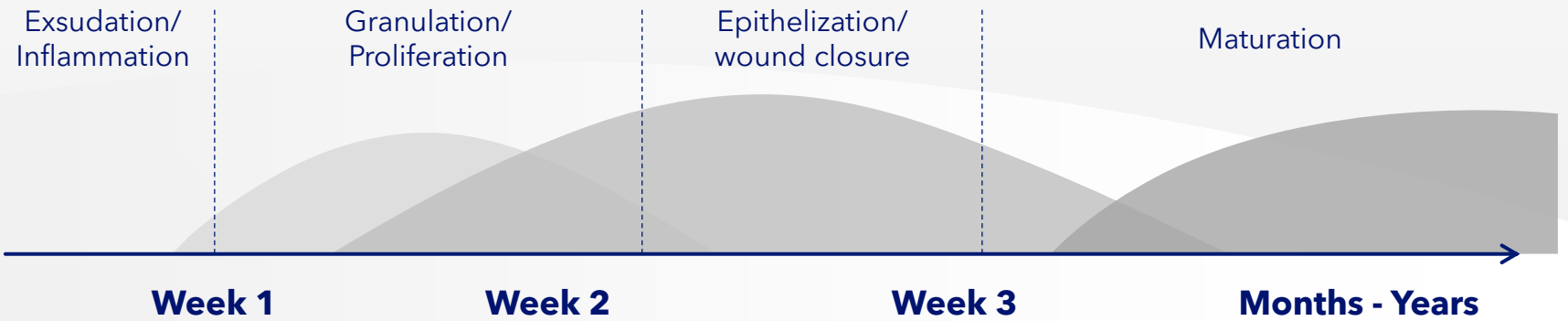
- New blood vessels and proliferation of new cells
- Granulation tissue (Fibroblasts), collagen synthesis

## Re-Epithelialisation / Wound Closure

- Re-epithelization
- Keratinocytes, wound contraction (Myofibroblasts)

## Maturation

- Remodeling of scar (up to 2 years)



# OBJECTIVE OF THE TREATMENT

Elastoplast



## FAST AND UNDISTURBED HEALING

- without complications, infections or scarring
  - by providing optimal wound healing conditions



# WOUND CARE

What guidelines recommend:

## Stop Bleeding



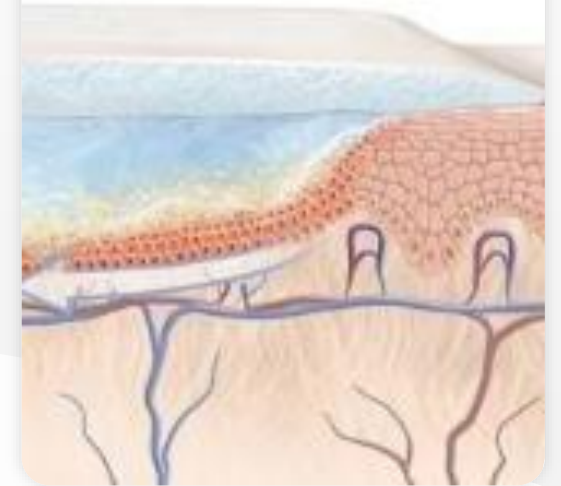
## Cleanse



## Cover & Protect

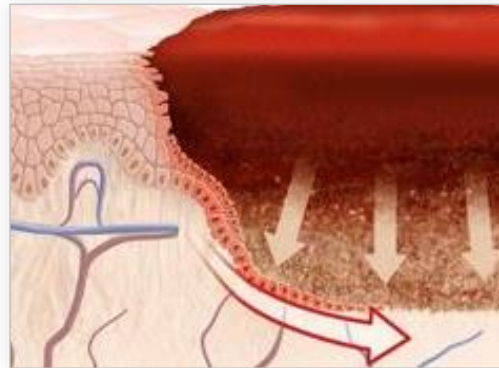


## Support Healing



# TYPES OF WOUND HEALING

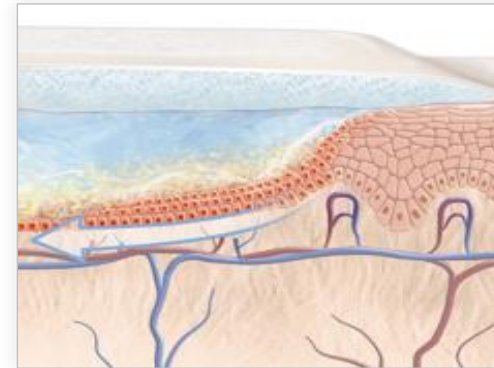
## Dry wound healing



E.g., Wounds exposed to air (untreated wound, compresses, Standard-Wound pads)

- Crust formation (scab)
- Dehydrated wound bed

## Moist wound healing



E.g., Special Plasters (Polyurethane, Hydrocolloids), Ointments & preparations, which enable moist wound healing

- No crust formation
- Optimal wound microclimate
- Faster healing
- Reduced risk of scarring & infection
- Better cosmetic outcome

# ADVANCED HEALING TECHNOLOGY BY WATERPROOF XL FAST HEALING

Elastoplast

- ✓ Promotes up to 2 times faster healing\*\*
- ✓ Advanced healing wound pad with PU technology
- ✓ Helps to reduce scarring
- ✓ Waterproof and breathable
- ✓ Suitable for very sensitive skin



## Dry wound healing

## Moist wound healing

After 14 days



Standard Dressing

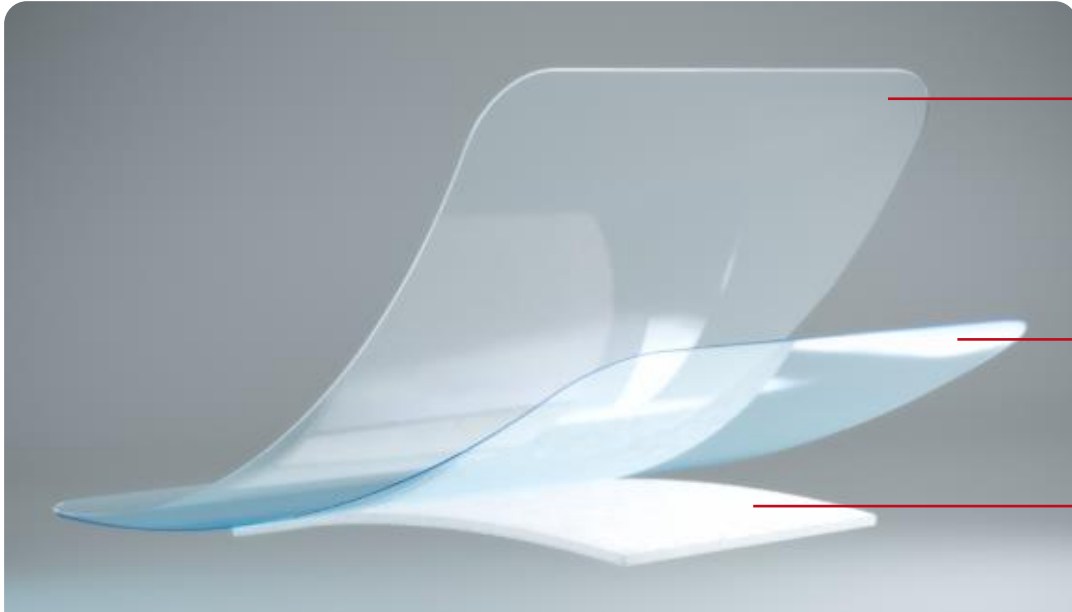
Waterproof Fast Healing

\*\*compared to dry wound healing



\*Wigger-Alberti W. et al. J Wound Care 2009 Mar; 18 (3):123-28, 131

# WATERPROOF XL FAST HEALING COMPOSITION



Flexible polyurethane backing

Polyacrylate adhesive for strong adhesion

Polyurethane wound pad for moist healing conditions

**Promotes up to 2x faster healing compared to dry wound healing**

4.3x6.5cm

**Wound Plaster**

3x4cm

**Wound Pad**



Elastoplast



# POST-OPERATIVE WOUND CARE

SECTION 03

Beiersdorf



# TREATMENT OF POST-OPERATIVE WOUNDS

Elastoplast



//

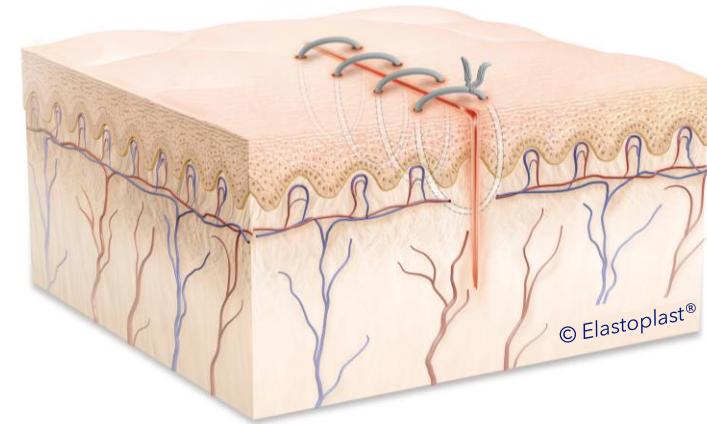
After my **surgery**, I was **quickly left alone** to **take care** of the **wound**.

I feel very **insecure** about wound care and hope that it will **not be infected**.



# TREATMENT OF POST-OPERATIVE WOUNDS

Elastoplast



## Definition Post-operative or Surgical Wound

- Incision performed by medical professionals in a targeted and precise manner under sterile conditions
- Sharp, clean wound edges
- Wound closure using suture, glue, staples etc. or open healing

# IMPORTANCE OF INDIVIDUAL ADVICE INCREASES

Elastoplast



**+12%**  
more patients<sup>1</sup>



**+40%**  
more surgeries<sup>2</sup>



**-3 days**  
in the hospital<sup>3</sup>

## INCREASING RELEVANCE OF SELF-MEDICATION





# PATIENT NEEDS

Elastoplast

## Safe protection

from  
wound infection



## Less pain

and no further  
skin irritation



## Fast healing

and low risk of  
scarring



## More comfort

as perceived by  
larger plasters



# COURSE OF THE TREATMENT OF POST-OPERATIVE WOUND CARE

## Surgical Wound Care

## First Dressing Change

## Post-operative Wound Care

## Post-operative Wound Care



Day 0\*



Day 2\*



Day 6-12\*



Day +6-14\*

- Primary **wound closure** with suture, staples or "open" treatment
- Protection with **sterile bandages**

- Earlier in case of heavily exuding or bleeding wounds, to avoid healing impairment of the surgical scar
- **Wound observation** and documentation by the doctor

- Removing of sutures, staples or drainages by the doctor
- Regular dressing changes:
  - **cleanse**
  - observe
  - **protect**

- Individual training/ advice of the patient
- Regular dressing changes:
  - cleanse
  - observe
  - **heal**
  - protect



\* Normally; individually varying, decision by the doctor in charge

# RELEVANCE OF WOUND CARE

Elastoplast

## DAMAGED SKIN BARRIER

**Dirt and bacteria can enter and lead to a local wound infection**

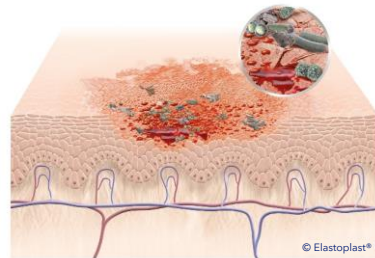
- > Further tissue damage
- > Delayed wound healing
- > Without quick treatment: spreading of the infection into deeper tissues possible – in the worst case with serious consequences (e.g., sepsis)



**22,4%** of nosocomial infections are post-operative wound infections\*

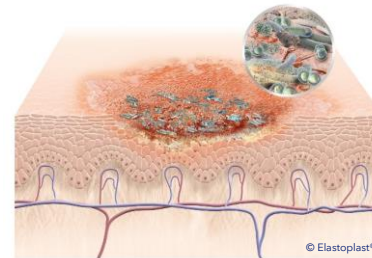
# DEVELOPMENT OF WOUND INFECTIONS

## Contamination/ Colonization



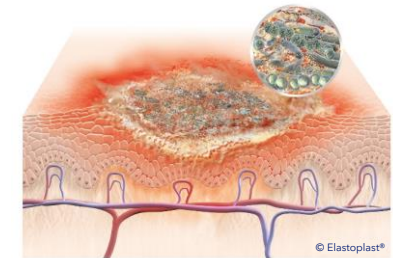
- Presence of microorganisms (contamination)
- Colonization: proliferation
  - > no clinical symptoms

## Critical Colonization



- Proliferation of microorganisms
- No typical signs of infection, but:
  - > Delayed wound healing possible

## Infection



- Strong proliferation of microorganisms; possible damage of tissue
- Local to systematic clinical symptoms: reddening, swelling, pain, increased exudate, fever etc.
  - > Inhibition of wound healing/ stagnation



# WOUND SPRAY APPLICATION



## How to use?

- ✓ Spray repeatedly from ~10cm distance onto the entire wound area
- ✓ Gently dry surrounding skin area
- ✓ Repeat with every dressing change until the wound is closed



**Abrasion**  
contaminated  
with dirt and  
bacteria

**Wound  
Cleansing**  
by mechanical  
irrigation

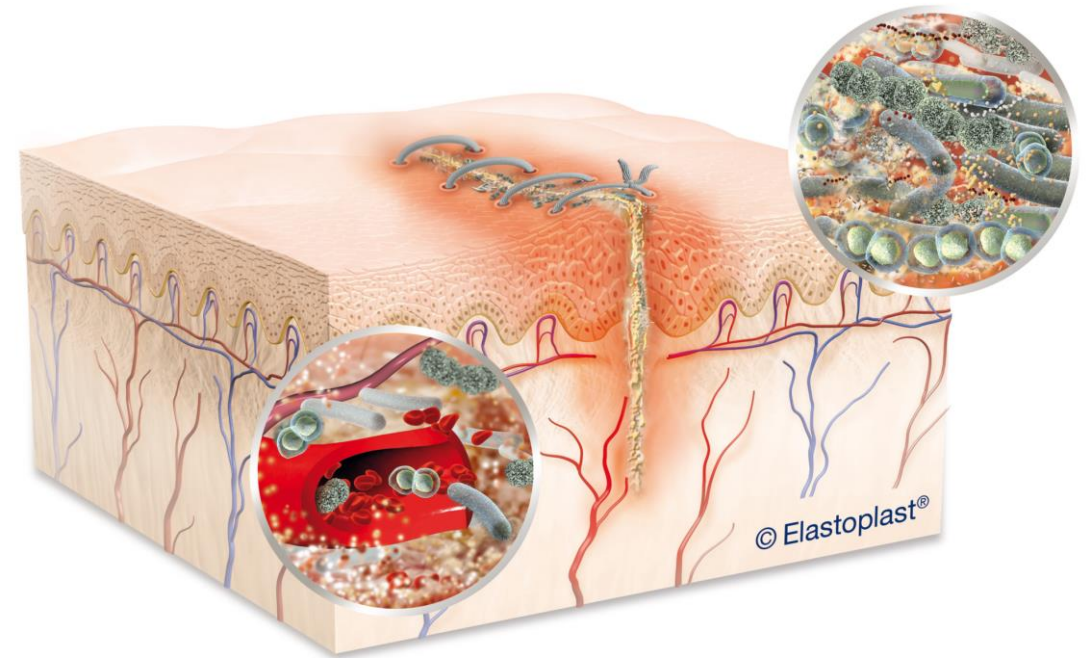
**Cleansed  
Wound**  
reduces the risk  
of infections

Please see the leaflet of the Elastoplast Wound Spray for full instructions.

# RECOGNIZING WOUND INFECTIONS

## Sings of infection\*

- **Rubor** reddening
  - **Tumor** swelling
  - **Dolor** throbbing pain, burning, more severe itching
  - **Calor** increased warmth in the affected area
  - **Pus** purulent wound secretions
  - **Function laesa** restricted function
- › Possibly fever
  - › Possibly abnormal smell
  - › Possibly swelling of lymph nodes



# PATICIPANTS IN POST-OPERATIVE WOUND CARE

Elastoplast



Treatment of post-operative and larger wounds:  
**Patients** have particular fears and are interested in further products than wound dressings



**Doctor** is the main contact person for advice for the patients



Next to the doctor the **pharmacy team** plays a key role in advising patients

# KEY QUESTIONS DURING CONSULTATION

Elastoplast



## SIZE OF THE WOUND

How big is the wound?



## WOUND LOCATION

What body part was operated?



## PATIENT

Who had the surgery?



## WOUND STATUS

Staples/sutures already removed?



## TIME-FRAME SURGERY DATE

When was the surgery?



## SCARRING

Tendency to hypertrophic scars in the past?



**Advise patient to not perform sporting activities and to protect from sun and water**





# SELECTION OF THE SUITABLE PLASTER



## Type of wound?

For what type of wound do you need a plaster/Wound Care?

Cut

Abrasion

Laceration

Scratch

Blister

Post-operative

Other

## Size of wound

How big is the wound?

**Small** (up to ~ 2 cm)

**Medium** (up to ~ 4 cm)

**Large** (up to ~ 5 cm)

**Very large** (> 5cm)

## Need of patient

Do you have special needs/ requirements?

Breathable

Water repellent / resistant / proof

Dirt-repellent

Sterile

Elastic / extra flexible

Extra skin-friendly / gentle

Strong adhesive

Visibility / looks

Sustainable

# SOFT & BREATHABLE STERILE WOUND DRESSING, FOR ENDURING SKIN COMFORT

Elastoplast

## ELASTOPLAST Sensitive XL - 3XL



✓ To protect medium-sized and larger wounds, also after small surgical procedures

✓ Extra skin-friendly

✓ Sterile



### Plaster size:

6 x 7 cm

8 x 10 cm

10 x 15 cm

### Wound pad size:

3 x 4 cm

4 x 6 cm

5 x 10 cm

\*Kuhlmann M et al., EWMA (Conference of the European Wound Management Association) conference, November 2020

# SENSITIVE COMPOSITION

Elastoplast



Non-woven polyester backing

Polyacrylate adhesive for reliable adhesion

Non-stick, highly absorbent wound pad

**Soft & breathable protection for enduring skin comfort**

## Wound Plaster

XL - 6x7cm

XXL - 8x10cm

3XL - 10x15cm

## Wound Pad

XL - 3x4cm

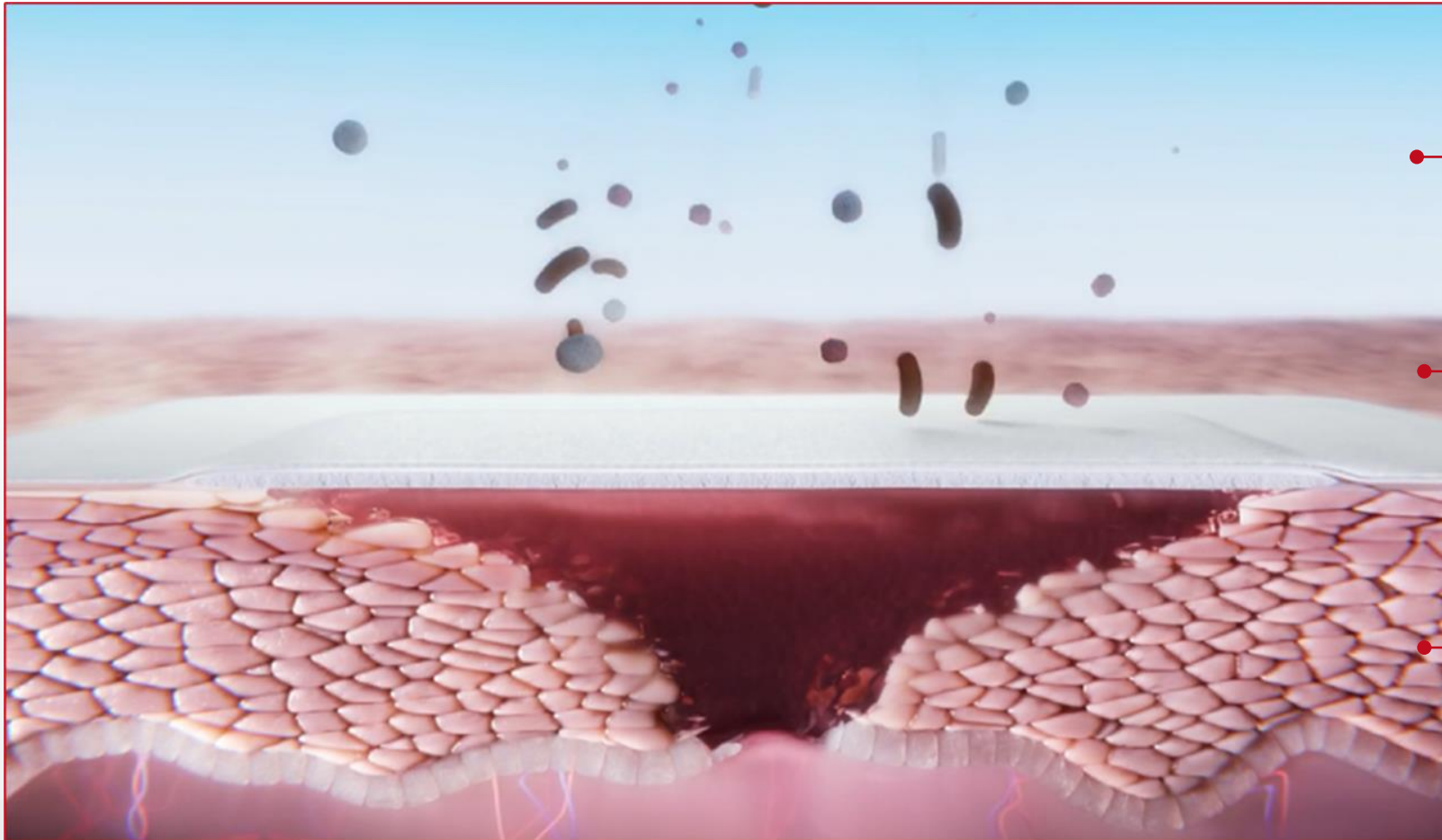
XXL - 4x6cm

3XL - 5x10cm

# SOFT & BRETHABLE STERILE WOUND DRESSING, FOR ENDURING SKIN COMFORT

Elastoplast

MED+



## BLOCKS 99% OF BACTERIA\*

\*Hansaplast plaster blocks 99% of dirt and bacteria



## EXTRA SKIN FRIENDLY

Made with soft & breathable Material, for sensitive skin and painless removal.



## FOR LARGER & POST-OPERATIVE WOUNDS

Sterile plaster in different sizes, offering ideal protection for larger and post-operative wounds.



# 100% WATERPROOF STERILE WOUND DRESSING, FOR EXCELLENT DURABILITY

Elastoplast

## ELASTOPLAST Waterproof XL - 3XL



✓ 100% waterproof

✓ Highly absorbent

✓ Ideal for washing, showering, bathing and swimming due to the transparent, flexible backing material and strong adhesion



### Plaster size:

6 x 7 cm

8 x 10 cm

10 x 15 cm

### Wound pad size:

3 x 4 cm

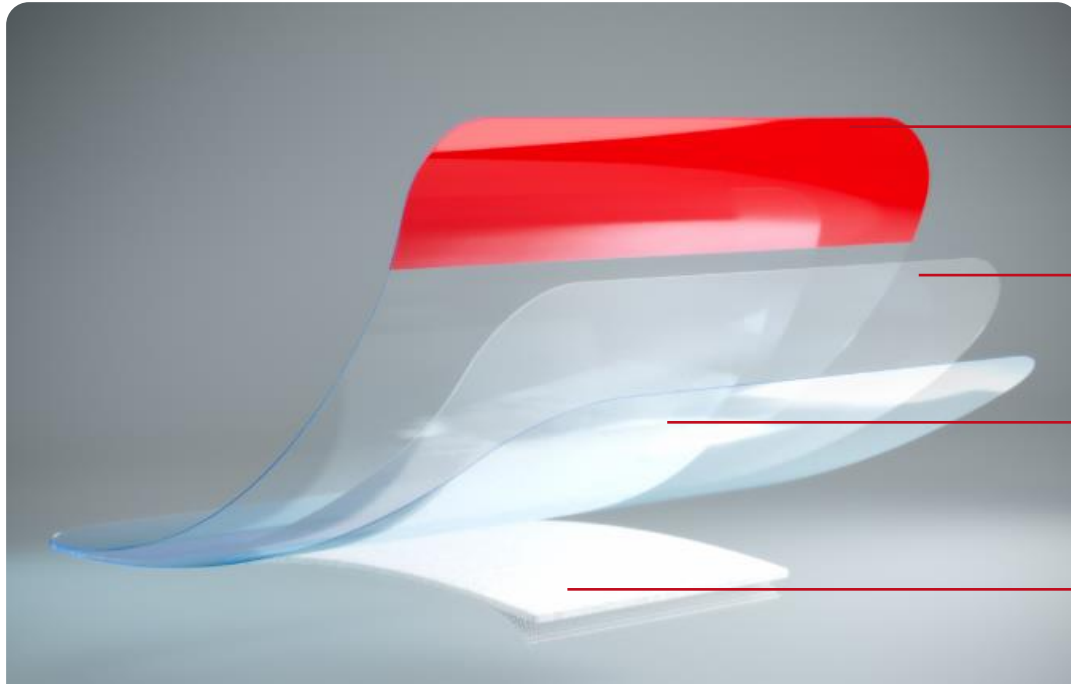
4 x 6 cm

5 x 10 cm

\*Kuhlmann M et al., EWMA (Conference of the European Wound Management Association) conference, November 2020

# WATERPROOF COMPOSITION

Elastoplast



Application foil with red gripping tape

Flexible polyurethane backing

Polyacrylate adhesive for extra strong adhesion

Non-stick, highly absorbent wound pad

**100% waterproof protection for excellent durability**

## Wound Plaster

XL - 6x7cm

XXL - 8x10cm

3XL - 10x15cm

## Wound Pad

XL - 3x4cm

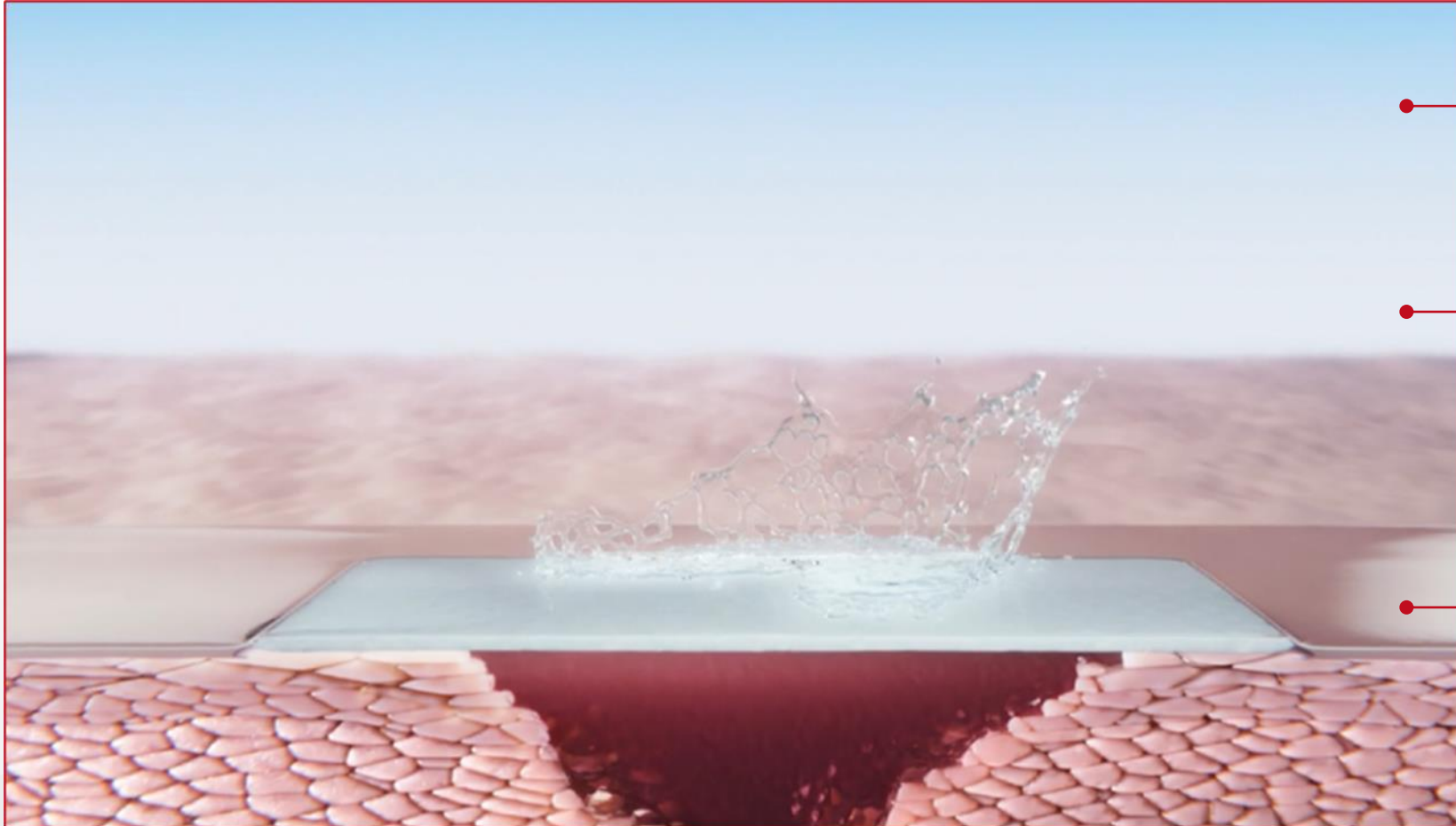
XXL - 4x6cm

3XL - 5x10cm

# 100% WATERPROOF STERILE WOUND DRESSING, FOR EXCELLENT DURABILITY

Elastoplast

MED+



## BLOCKS 99% OF BACTERIA\*

\*Hansaplast plaster blocks 99% of dirt and bacteria



## 100% WATERPROOF

The backing is 100% waterproof, flexible and breathable, making the plaster ideal for showering, bathing, washing and swimming.



## FOR LARGER & POST-OPERATIVE WOUNDS

Sterile plaster in different sizes, offering ideal protection for larger and post-operative wounds.

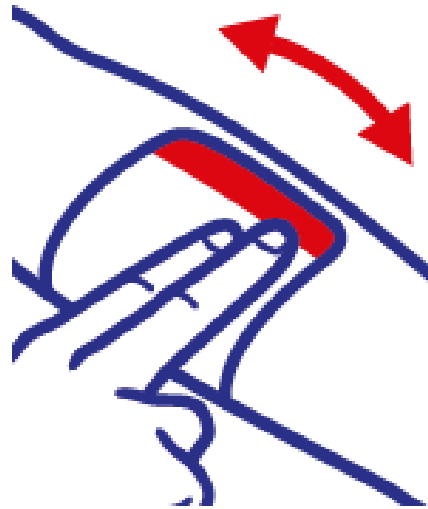
# HOW TO APPLY

1



Remove the protection paper and apply the plaster without touching the adhesive, **stretching & wrinkling**.

2



Press the plaster on firmly, **ensuring the edges are properly sealed** to the skin.

3



Remove the **application support foil**, indicated by the red mark.



# POST-OPERATIVE TREATMENT



## STERILE WOUND DRESSING XL+ FORMATS

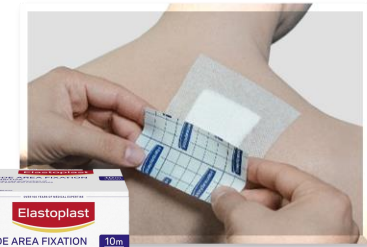


## STERILE COMPRESS



OR

## FIXATION OF COMPRESS\*



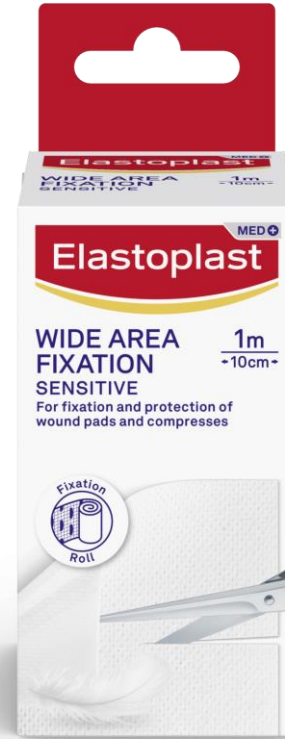
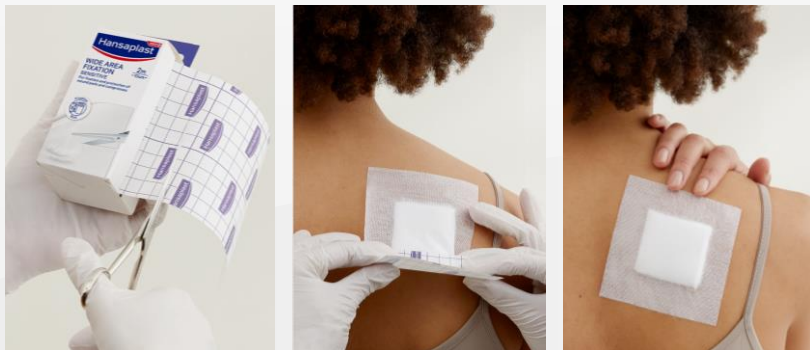
# FOR FIXATION OF WOUND PADS, DRESSINGS AND MEDICAL EQUIPEMENT

Elastoplast

## ELASTOPLAST Wide Area Fixation



- ✓ Cut to size
- ✓ Extra flexible & stretchy
- ✓ Suitable for all body parts
- ✓ Breathable & skin-friendly material



### Product Size:

1m x 10 cm



10 x 10 cm

# OUR ASSORTMENT FOR POST-OP WOUND TREATMENT



## Post-OP Wound Assortment:

1





Elastoplast  
WOUND  
SPRAY  
50 ml e

2




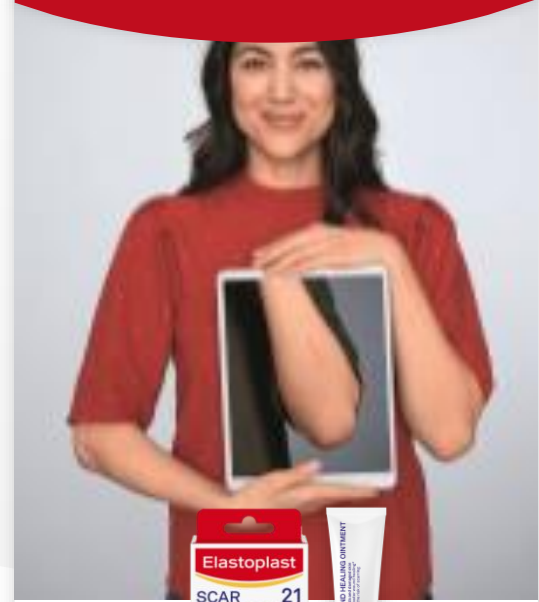
Elastoplast  
COMPRESS  
10 x 10 cm  
2 Pieces

3



Elastoplast  
SENSITIVE XXL 5  
10 x 10 cm  
Elastoplast  
WATERPROOF XXL 5  
10 x 10 cm  
Elastoplast  
COMPRESS 2  
10 x 10 cm

After care products:



Elastoplast  
SCAR  
REDUCER 21  
Patches  
Elastoplast  
WOUND CARE CREAM

# TAKE HOME MESSAGES



Always **cleanse wound and protect** with a plaster to prevent infections

## **Moist healing conditions promote faster healing**

- try Elastoplast Waterproof Fast Healing with the polyurethane foam pads

The **relevance of post-operative care** by patients increases and so does the need of your support and recommendation

The **prevention of wound infections** with potentially serious consequences is most important for post-op care

- > **Sterile dressings & protection from water**  
→ waterproof dressings
- > **Regular wound observation for sign of infection**  
→ individualized dressing change regimens according doctor's instructions





# ANY QUESTIONS?

Many thanks for your attention  
and participation!

**Beiersdorf**

