



DOES **CONFIDENCE BE**[®] SOFT CONVEX MAKE LIFE BETTER?

NURSE AND USER SURVEY 2020

WHAT PEOPLE THINK OF **CONFIDENCE** BE[®] SOFT CONVEX

Following on from the successful launch of Confidence BE[®], Salts Healthcare wanted to offer convex wearers the same benefits, but with the softest, stickiest and most flexible soft convex wafer. The result was Confidence BE[®] Soft Convex.

The first convex stoma bag available in three colours, Confidence BE[®] Soft Convex is just as comfortable, discreet and effective as the original design. It comes with a quick-drying cover and unique filter system that helps to minimise pancaking, ballooning and odour.

Many people were recruited to trial the new product and share how it makes a positive impact on their quality of life. Combined with user feedback, we have since invited Stoma Care Nurses to share their opinions on the benefits of Confidence BE[®] Soft Convex. Here are the results¹..

BETTER FILTER

- 25% better airflow than the leading competitor²

BETTER COVER

- Choice of colours
- No-rustle
- Quick-drying

BETTER WAFER

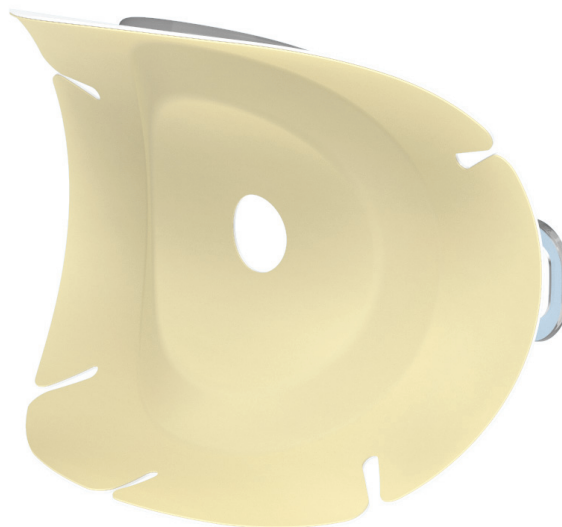
- 95% tack in 30 seconds³
- Only 0.7mm thin for extra flexibility

BETTER COMFORT

- Sleek fabric with anti-sag stitching
- Soft ring and belt loops

BETTER OUTLET

- Easy to open, clean and secure
- Tucks away, using blue guided touchpoints

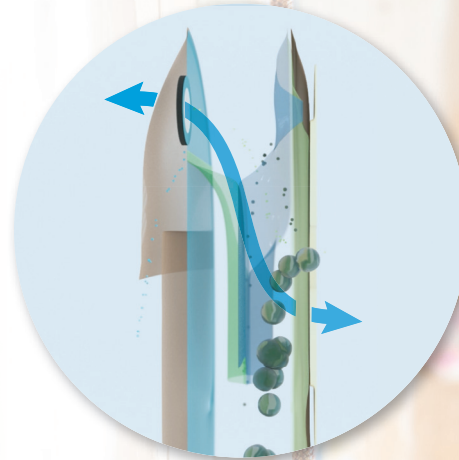


CONFIDENCE BE® SOFT CONVEX HAS A **BETTER** FILTER

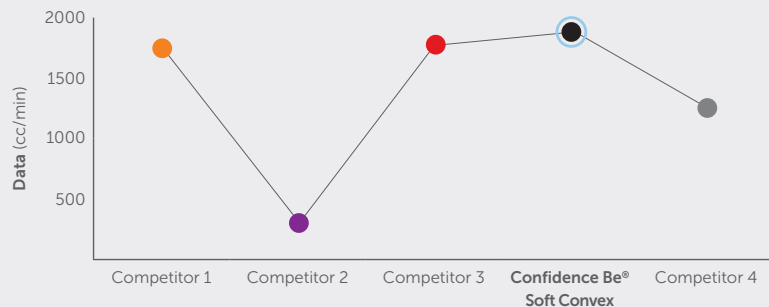
*"I forget I have a bag on
when I'm climbing"*

TINA, 39

Confidence BE® Soft Convex features an intelligent Active Chamber Filter System which maintains the optimum level of air inside the bag. When surveyed, the majority of patients said the filter was effective at preventing and/or minimising odour (90%), ballooning (79%) and pancaking (88%).

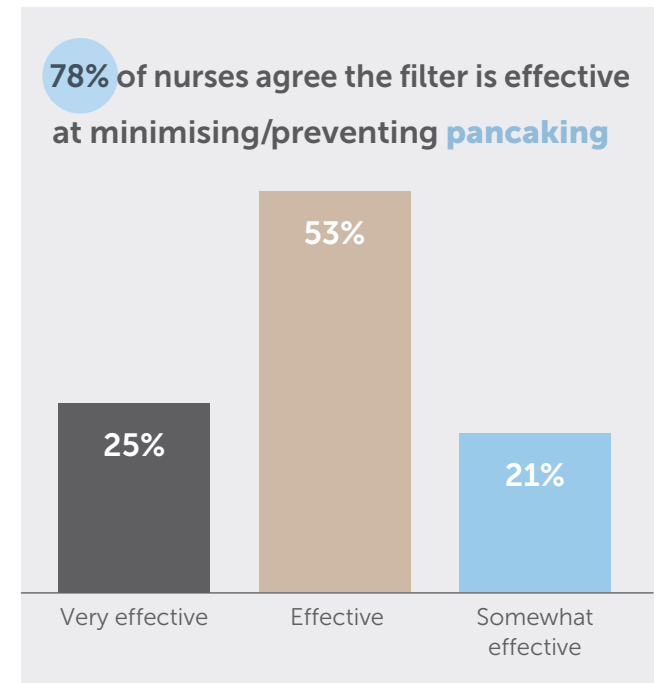
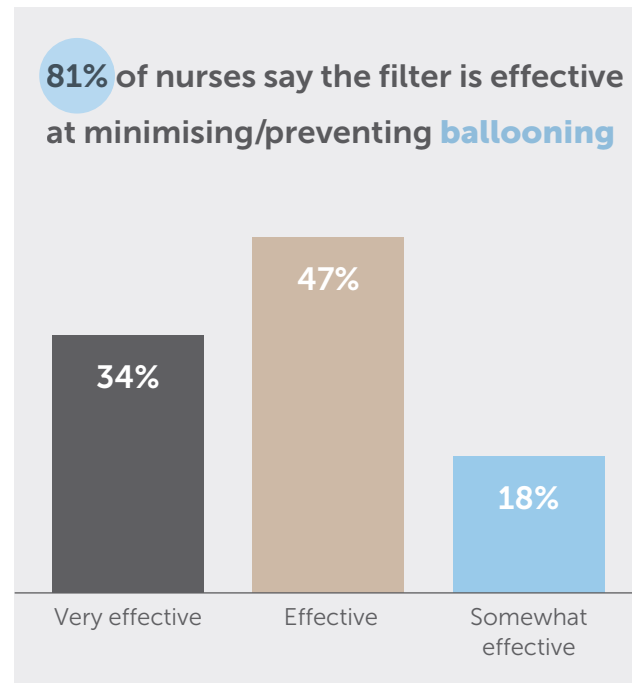
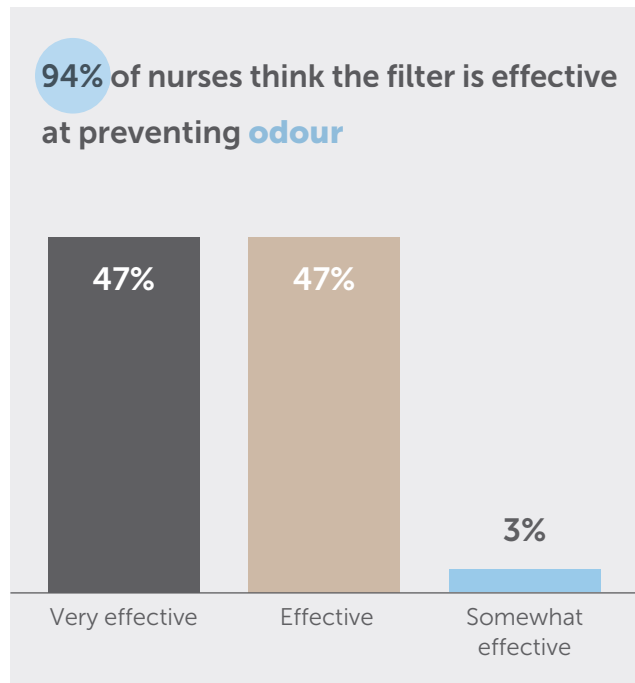


25% better airflow than the leading competitor²



NURSES AGREE PATIENTS FEEL MORE DISCREET WITH A **BETTER** FILTER

The nurses we surveyed recognise problems such as odour, pancaking and ballooning may cause embarrassment and discomfort for their patients. The introduction of the new filter has been welcomed as a positive step to minimising these common issues and improving the level of discretion for patients.

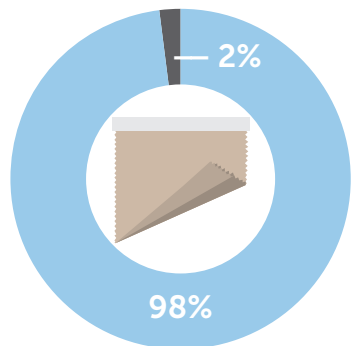


CONFIDENCE BE® SOFT CONVEX HAS A **BETTER COVER**

“I’m not as stressed and worried about my wedding day” **GEMMA, 32**

Confidence BE® Soft Convex comes in a choice of three colours for the first time – black, white and stone. The new, no-rustle cover design means the bag is quieter than ever and its superior opacity means patients can be sure the contents of their bag stay hidden.

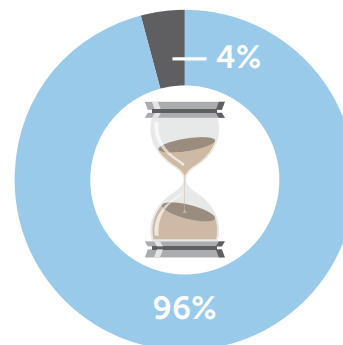
98% of patients like the feel and texture of the new cover material



Patients welcome fabric that dries faster

The new cover material is also highly water repellent, meaning it dries very quickly after showering, bathing or swimming. That means patients don't need to waste time waiting for their bag to dry or have damp patches on their clothes if they get dressed in a hurry. Made from a material that won't cause sweating, it's also ideal for people with active lifestyles.

96% of patients think a short drying time is important



Other patients said:

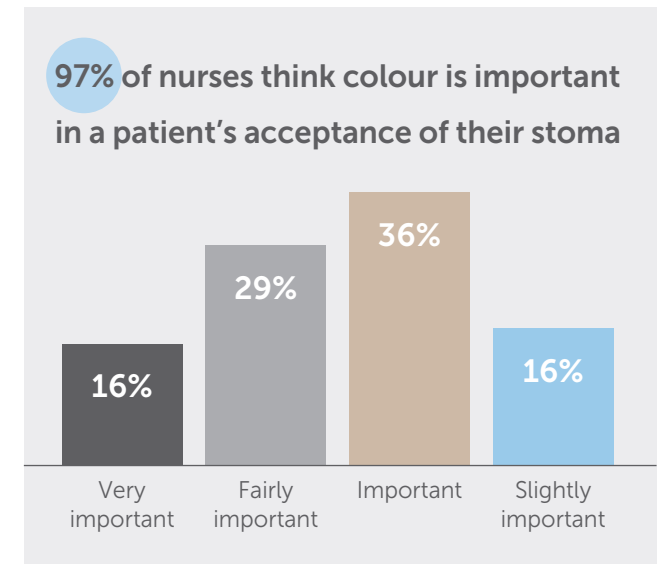
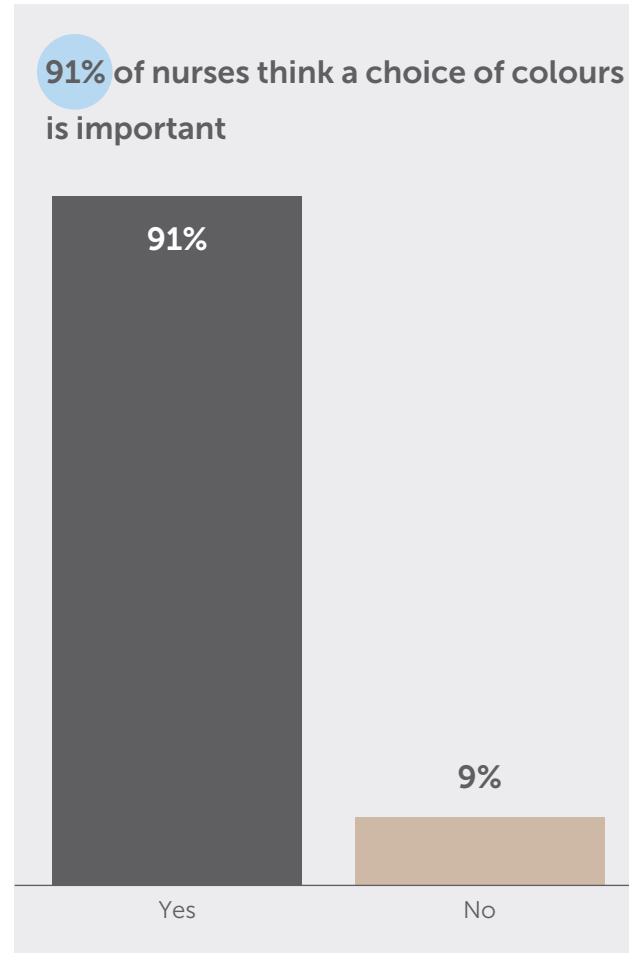
“My uniform is black, as are most of my clothes. So, I feel the colour is much better for me”

“I really liked the colour choice”

“I think this bag looks less medical. I’m a funky, fashionable 50-year-old and wear it in black”

NURSES AGREE A CHOICE OF COLOURS IS KEY FOR PATIENTS

We conducted research into body confidence and how having a stoma makes people feel. Nurses agree patients prefer having a stoma bag that looks less like a medical device and the choice of colours plays an important role in their acceptance of their stoma.



"It's very comfortable and so smooth and lovely to the touch I can wear it with confidence"

CONFIDENCE BE® SOFT CONVEX HAS A **BETTER** WAFER

“The wafer has slits in, so it fits around the hernia. It’s fantastic” IAN, 59

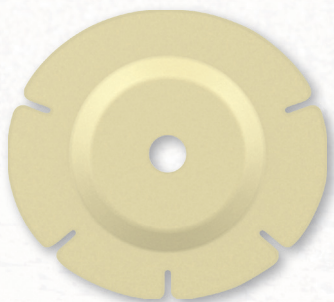
Confidence BE® Soft Convex features our tried-and-tested, best-selling convex wafer. Thanks to a high-tack adhesive, it sticks fast and stays put, for added security. The unique Flexifit® shape fits closely to the body’s natural contours to help reduce leaks and sore skin; while extracts of Aloe Vera help to protect the delicate skin around the stoma. When surveyed, 84% of patients found the wafer **secure** and 98% agreed it was **flexible**.

Other patients said:

“I find the wafer is particularly kind to the skin”

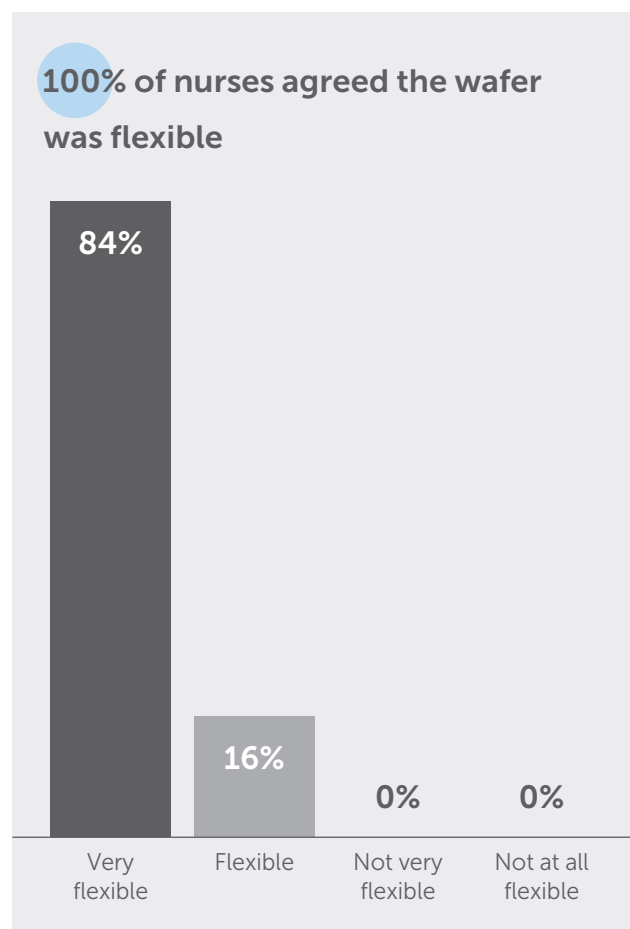
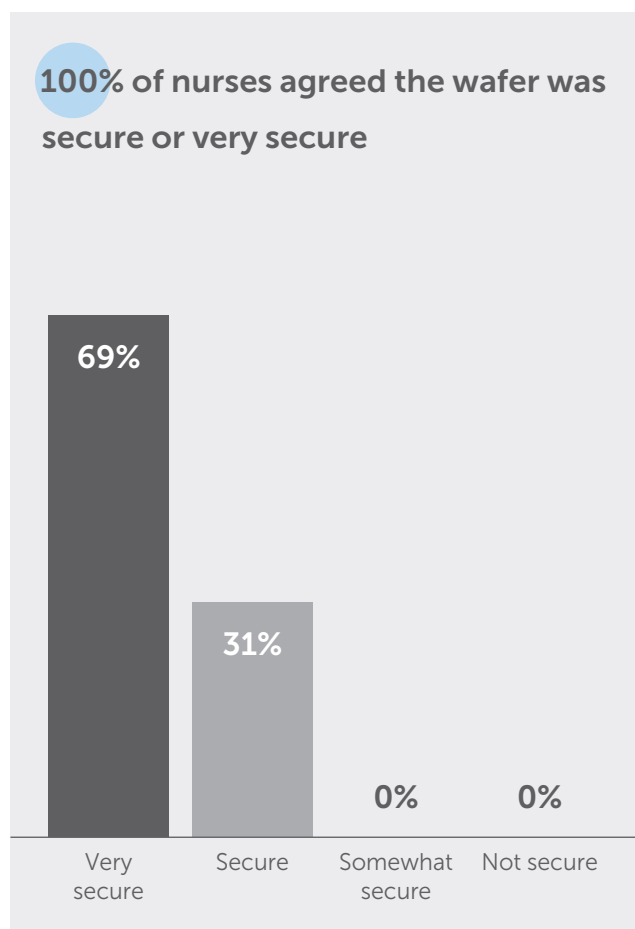
“It sticks so well...I can wear it during extreme activities”

“I find it easy to put on”



NURSES AGREE THE WAFER IS VERY SECURE AND FLEXIBLE

Patients with uneven skin or hernias often have to put up with ill-fitting wafers which can lead to leaks and sore skin. Nurses were impressed with the adhesive qualities of the new wafer and the way it is helping some of their more challenging cases.



"We find the Confidence BE® Soft Convex wafer very tacky, it sticks very well. It's extremely flexible, therefore it will flex and mould into dips or over more rounded abdominal shapes.

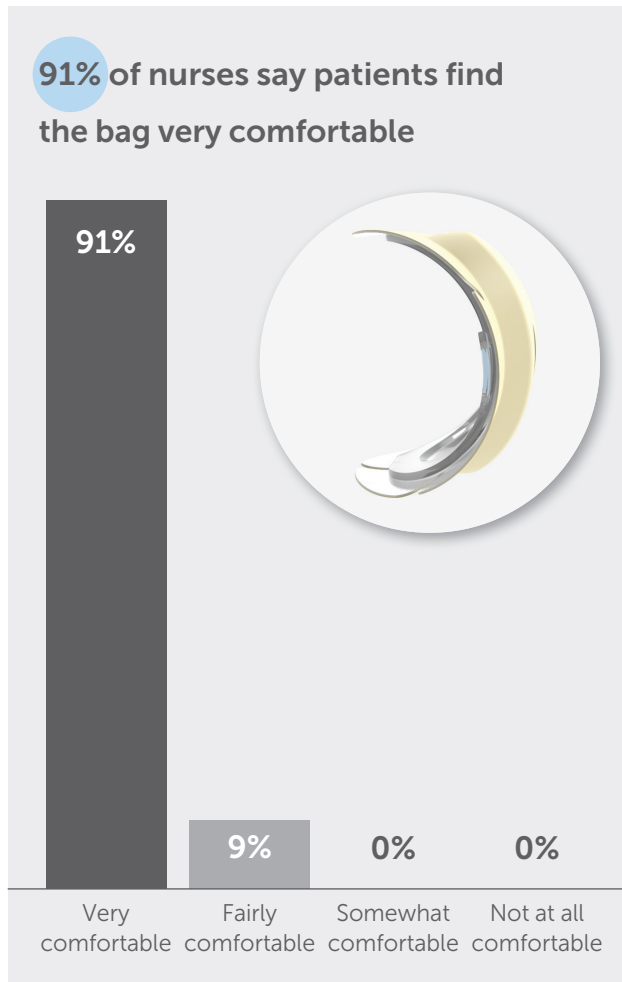
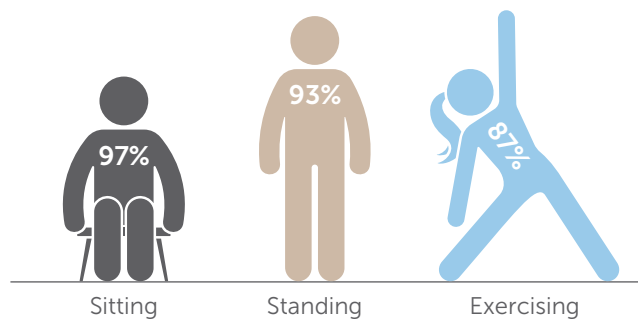
One gentleman had a skin dip close to his stoma and had been having difficulty and experiencing leaks. When we tried Confidence BE® Soft Convex and taught him to line it up in a specific way, he was able to position the bag himself into the dip and it solved all his issues."

Simon Turley Senior Specialist Stoma Nurse,
Oxford University Hospitals NHS Foundation
Trust

CONFIDENCE BE[®] SOFT CONVEX OFFERS **BETTER** COMFORT

"It gives you peace of mind and allows you to live your life" IAN, 59

The new and improved textile fabric has been designed to look great, no matter how long it's worn. Smart, anti-sag stitching helps the bag to keep its shape and prevents drag, even when full. It will also stay sleek without bobbling or fraying over time. The majority of patients agree Confidence BE[®] Soft Convex is comfortable when sitting (97%), standing (93%) and during physical activity (87%).



Other patients said:

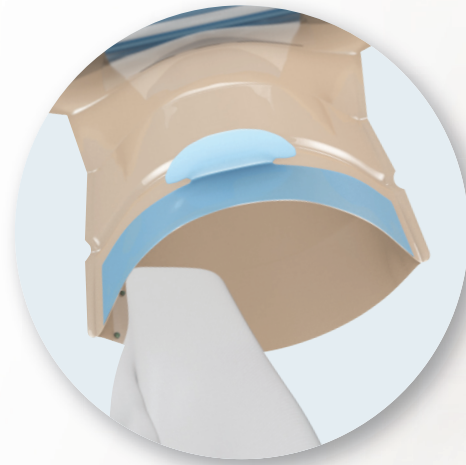
- "Sometimes I forget I'm wearing it"*
- "Very soft and comfortable"*
- "They are very flexible with movement"*
- "It feels a lot lighter on my side."*
- I have a hernia and a prolapse"*

CONFIDENCE BE® SOFT CONVEX HAS A **BETTER** OUTLET

*"I like the spout.
It's really easy to clean"*

TINA, 39

The Confidence BE® Soft Convex outlet has three, soft, supporting strips that flex open when the tab is pulled to create a 'chute' for contents to be released quickly and easily, making it easier to clean. The premium VELCRO® Brand hook and loop fastener is stronger and more robust than ever before, giving patients more security. It tucks away neatly for added discretion.



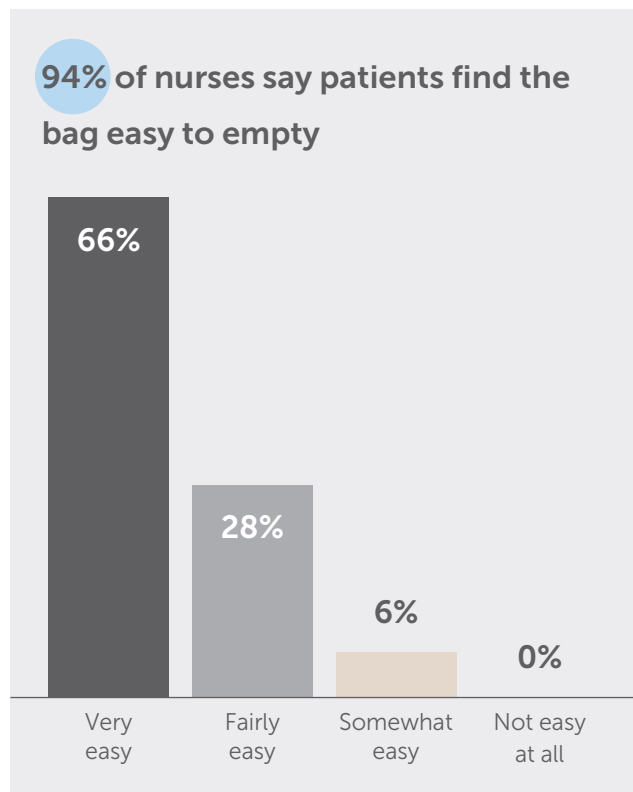
94% OF NURSES SAY PATIENTS FIND THE BAG EASY TO EMPTY

Some patients, especially those with dexterity issues or poor vision, can find it difficult to fully empty and clean drainable bags. The nurses we surveyed agreed that their patients not only found the product easy to clean, but also more discreet.

"The Confidence BE® outlet is easy to use, easy to open with the tab and, once it's closed, gives a neat and discreet finish as it's hidden away."



Simon Turley Senior Specialist Stoma Nurse, Oxford University Hospitals NHS Foundation Trust



Easy for patients to grasp

Easy drainage

Soft against skin

Easy to close

Folds away

Much more discreet

Appeal to younger people

Wipe clean

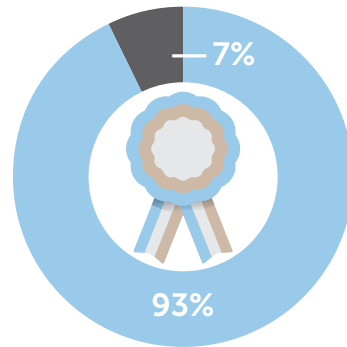
Very good design

Very clever

Tucks back into bag

93% OF PATIENTS WOULD RECOMMEND CONFIDENCE BE® SOFT CONVEX

In the short time since its inception, Confidence BE® Soft Convex has already become one of our best-selling products. It is so popular with patients, **93%** would recommend it to a friend.



"It's a total game changer. Love it. Completely fantastic to wear under anything. I swim a lot and it's given me total confidence that it won't leak through the filter. Can't thank you enough, changed my life!"

"The best bag I have ever used"

"This bag has changed my life. I have never had a leak. They are comfortable and I forgot sometimes I was even wearing one"

"It's brilliant. I love this bag. It has given me some of my confidence back"

"The colours are good because it makes wearing it more discreet"

"When I first had my stoma I had the ordinary pouches, but was unsuccessful. My life has changed for the better with the Convex"

HELP PEOPLE TO BE ALL THEY WANT TO BE WITH **CONFIDENCE BE**® SOFT CONVEX



LARGE CLOSED BAGS							
SIZE	STARTER HOLE	PRE-CUT	ORDER CODES				PACK SIZE
			Transparent Stone	Trans/Overlap Black	Trans/Overlap White	Trans/Overlap Stone	
13–25mm	•	–	XBLT1325ST	XBL1325B	XBL1325W	XBL1325ST	10
13–38mm	•	–	XBLT1338ST	XBL1338B	XBL1338W	XBL1338ST	10
13–52mm	•	–	XBLT1352ST	XBL1352B	XBL1352W	XBL1352ST	10

STANDARD CLOSED BAGS							
SIZE	STARTER HOLE	PRE-CUT	ORDER CODES				PACK SIZE
			Transparent Stone	Trans/Overlap Black	Trans/Overlap White	Trans/Overlap Stone	
13–25mm	•	–	XBT1325ST	XB1325B	XB1325W	XB1325ST	10
13–38mm	•	–	XBT1338ST	XB1338B	XB1338W	XB1338ST	10
13–52mm	•	–	XBT1352ST	XB1352B	XB1352W	XB1352ST	10
21mm	–	•	–	XB21B	XB21W	XB21ST	10
25mm	–	•	–	XB25B	XB25W	XB25ST	10
28mm	–	•	–	XB28B	XB28W	XB28ST	10
32mm	–	•	–	XB32B	XB32W	XB32ST	10
35mm	–	•	–	XB35B	XB35W	XB35ST	10
38mm	–	•	–	XB38B	XB38W	XB38ST	10
41mm	–	•	–	XB41B	XB41W	XB41ST	10

MINI CLOSED BAGS							
SIZE	STARTER HOLE	PRE-CUT	ORDER CODES				PACK SIZE
			Transparent Stone	Trans/Overlap Black	Trans/Overlap White	Trans/Overlap Stone	
13–25mm	•	–	–	XBM1325B	XBM1325W	XBM1325ST	10
13–38mm	•	–	–	XBM1338B	XBM1338W	XBM1338ST	10

LARGE DRAINABLE BAGS							
SIZE	STARTER HOLE	PRE-CUT	ORDER CODES				PACK SIZE
			Transparent Stone	Trans/Overlap Black	Trans/Overlap White	Trans/Overlap Stone	
13–25mm	•	–	XBDLT1325ST	XBDL1325B	XBDL1325W	XBDL1325ST	10
13–38mm	•	–	XBDLT1338ST	XBDL1338B	XBDL1338W	XBDL1338ST	10
13–52mm	•	–	XBDLT1352ST	XBDL1352B	XBDL1352W	XBDL1352ST	10

STANDARD DRAINABLE BAGS							
SIZE	STARTER HOLE	PRE-CUT	ORDER CODES				PACK SIZE
			Transparent Stone	Trans/Overlap Black	Trans/Overlap White	Trans/Overlap Stone	
13–25mm	•	–	XBDT1325ST	XBD1325B	XBD1325W	XBD1325ST	10
13–38mm	•	–	XBDT1338ST	XBD1338B	XBD1338W	XBD1338ST	10
13–52mm	•	–	XBDT1352ST	XBD1352B	XBD1352W	XBD1352ST	10
21mm	–	•	–	XBD21B	XBD21W	XBD21ST	10
25mm	–	•	–	XBD25B	XBD25W	XBD25ST	10
28mm	–	•	–	XBD28B	XBD28W	XBD28ST	10
32mm	–	•	–	XBD32B	XBD32W	XBD32ST	10
35mm	–	•	–	XBD35B	XBD35W	XBD35ST	10
38mm	–	•	–	XBD38B	XBD38W	XBD38ST	10
41mm	–	•	–	XBD41B	XBD41W	XBD41ST	10

MINI DRAINABLE BAGS							
SIZE	STARTER HOLE	PRE-CUT	ORDER CODES				PACK SIZE
			Transparent Stone	Trans/Overlap Black	Trans/Overlap White	Trans/Overlap Stone	
13–25mm	•	–	–	XBDM1325B	XBDM1325W	XBDM1325ST	10
13–38mm	•	–	–	XBDM1338B	XBDM1338W	XBDM1338ST	10

Note: Convexity should only be used after prior assessment by a healthcare professional.

CONFIDENCE BE® ADJUSTABLE OSTOMY BELT

To complement our range of convex bags, we offer a Confidence BE® Adjustable Ostomy Belt for added security and peace of mind. It comes in a choice of black, white and stone to match your Confidence BE® Soft Convex bag.



CONFIDENCE BE® ADJUSTABLE OSTOMY BELT				
SIZE	ORDER CODE Black	ORDER CODE White	ORDER CODE Stone	QUANTITY
100cm	BB01B	BB01W	BB01ST	1



Recognising Salts research
into healthy stoma skin



DERMATOLOGICALLY
ACCREDITED



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1. Confidence BE® Soft Convex Customer Survey conducted November 2019. Data on file at Salts Healthcare Ltd.
2. Confidence BE® testing 2017, Data on file, Salts Healthcare Ltd. 3. Data on file, Salts Healthcare Ltd. 2012. 01/20



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To hear stories about living with a stoma, listen and subscribe to our podcast 'Me, my bag and I', which is available free on iTunes and Spotify.