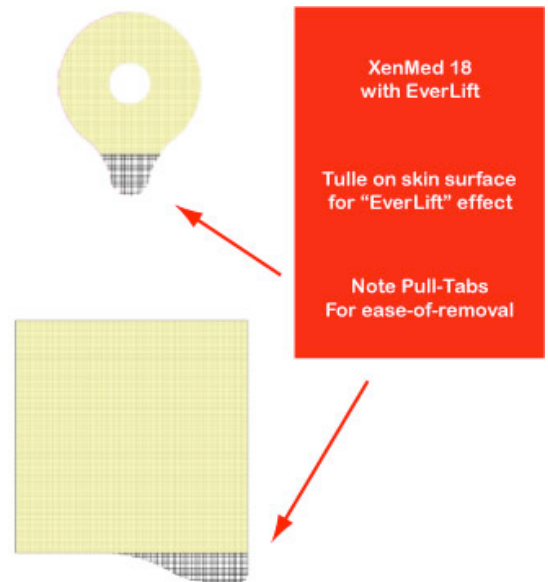




XENNOVATE MEDICAL ANNOUNCES ITS NEW EVERLIFT REMOVEZ TECHNOLOGY DRAMATICALLY REDUCING, IF NOT ELIMINATING, PAIN DUE TO REMOVAL OF HYDROCOLLOID MEDICAL ADHESIVES.

New adhesive technology **reduces the force required to remove medical adhesives such as hydrocolloid dressings from the skin by over 30%**, thus minimizing the risk of pain. Repeated applications of medical adhesives on sensitive skin can cause discomfort and skin damage. Xennovate's **EverLift™ RemoveZ™** technology delivers "skin friendly" benefits such as **virtually pain free removal**. With a new easy-to-grasp "tab," wound healing and ostomy pouch attachments can now be secure and comfortable with an easy-to-use and safer removal.

Dr. David Smith, **Xennovate's** founder, comments, "We are proud to introduce this exciting new technology for the benefit of patients with severe wounds and ostomy products users everywhere. Ostomy products manufacturers and marketers have demonstrated an enthusiastic response to our thinner, integrated hydrocolloids and combined with our integrated hydrocolloid, **Xen18**, our customers now have a truly innovative and skin safe alternative for better management of wounds and ostomy skin surfaces. Additionally, in this age of **MRSA**, our integrated **PULL-TAB**



reduces the risk of nosocomial infection in the clinic or home, not to mention non-reimbursable iatrogenic outcomes in the clinic."

"Moist wound care has become the standard for treatment of most wounds," according to a study published in Dermatological Surgery. The same journal article indicated, "Occlusive dressings increase re-epithelialization rates by up to 50% and increase collagen synthesis by up to 60%."

Today it is generally accepted by clinicians that integrated hydrocolloids inherently create an acidic, warm, and airtight wound environment that heal wounds faster than non-occlusive dressings. **Now with EverLift, we have virtually eliminated the risks of damaging new skin or causing unnecessary pain, upon removal of wound dressings.**