

**WaterWipes®**  
THE WORLD'S PUREST WIPES

# Healthcare Professional Detail Aid



**Professional Care**



# A growing need



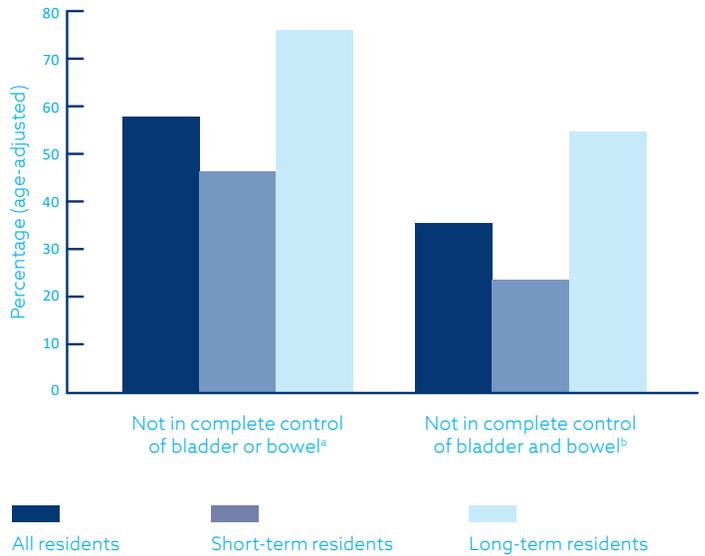
**Incontinence affects over one-half of nursing home residents in the United States.<sup>1</sup>**

- In all, 57% of nursing home residents suffer from either urinary or bowel incontinence<sup>1</sup>
- Incontinence among institutionalized residents incurred an estimated \$5.3 billion in healthcare spending in 2000. A majority of this cost was attributed to incontinence care including the use of absorbent pads, protection, and laundry<sup>1</sup>
- The projected total national cost of incontinence in 2020 is estimated to be \$82.6 billion, with the highest cost incurred by patients aged 75 to 84 years<sup>2</sup>

**Bed baths are sometimes the only option to maintain hygiene for immobile patients with chronic or acute illnesses.<sup>3</sup>**

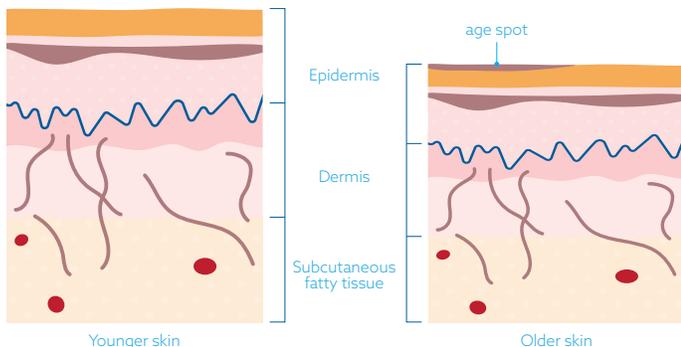
- Bathing is associated with positive quality of life and it maintains skin integrity
- Traditional bed baths with water, soap, towels, and wash basins can cause patients to become aggressive and uncomfortable, especially if they have preexisting cognitive impairment
- Burdensome to both patients and nursing staff
- Questionable effectiveness for maintaining skin integrity and personal hygiene
- Water and basins may contain pathogens related to hospital-acquired infections

**Age-Adjusted Incontinence Among Nursing Home Residents Aged 65 Years and Over, by Type of Incontinence and Length of Stay: Long-term Care Minimum Data Set, 2009.<sup>1</sup>**



<sup>a</sup> Residents who were reported as not having an indwelling catheter and not in complete control of urinary bladder function; or without ostomy and not in complete control of bowel movement. <sup>b</sup> Residents who were reported as not having an indwelling catheter and without ostomy and not in complete control of both urinary bladder function and bowel movement.

# Older skin needs particular care



**As people age, their skin becomes much thinner and less pliable. Older skin can become dry and fragile. Healthcare professionals recommend consulting the list of ingredients in a product before using it to clean delicate skin.<sup>4</sup>**

**The process of aging affects the skin in many ways<sup>5,6</sup>**

- Skin becomes rough, dry, and itchy<sup>6</sup>
- Elastin and collagen turnover dramatically decreases, reducing elasticity<sup>5</sup>
- The dermis and epidermis start to thin<sup>5</sup>
- The dermo epidermal junction begins to flatten, increasing susceptibility to injury<sup>5</sup>

## Product features



Competitor wipes  
Multiple ingredients



WaterWipes  
Only two ingredients

- 💧 No unnecessary ingredients
- 💧 Made with only two ingredients: 99.9% purified water and 0.1% fruit seed extract
- 💧 For use on the face and body
- 💧 Fragrance free
- 💧 Unique and patented water technology
- 💧 Manufactured in cleanroom conditions
- 💧 National Eczema Association of America Seal of Acceptance™

## Pure & effective



### Water

- 💧 Purified through a seven stage purification process allowing us to produce a safe and effective adult wipe with minimal ingredients



### Fruit extract

- 💧 Skin conditioning and moisturizing benefit<sup>8</sup>
- 💧 Mild, natural antimicrobial agent<sup>9</sup>
- 💧 Helps to maintain the integrity of the skin<sup>7</sup>



### Material

- 💧 Blend of 80% polyester and 20% viscose
- 💧 Stringent quality control testing ensures only the highest-quality material is used
- 💧 Textured to give an even softer feel on delicate skin



### Packaging

- 💧 Convenient peel and reseal pack
- 💧 Strong adhesive ensures effective resealing
- 💧 Larger dispensing opening on each pack

## Specification

- 💧 45 wipes per pack (9 packs per case)
- 💧 Each wipe is 8.25 × 11.75 inches

## Positive user experience for incontinence care and bed baths in nursing homes.<sup>7</sup>

### Methodology

WaterWipes Professional Care were tested in 4 nursing care centers using a case-study approach. The pretrial phase consisted of a 60-minute interview on current usage and behavior in a nursing care center. The trial phase occurred for 1 to 2 weeks, during which healthcare professionals tried the wipes and kept track in a diary of any key observations or insights from residents and team members. Following the trial phase, a final 60-minute face-to-face interview was conducted to compare pre- and post-trial phases.



### Results

Healthcare professionals found WaterWipes Professional Care to be effective for incontinence episodes due to the size, moisture, and overall quality and strength of the wipe. One healthcare professional reported<sup>7</sup> that, at her nursing center, only 1 wipe was needed to successfully clean bowel incontinence episodes compared with 4 to 5 dry wipes with water. Some nursing centers reported needing up to 12 to 15 dry wipes with water to clean bowel incontinence episodes.

Additionally, healthcare professionals were satisfied with using the wipes to give bed baths, as they cut down on the time giving baths and were easier to use than washcloths and water.

# Testimonials<sup>4</sup>

## Quality and texture

"Very soft, nonabrasive – feels gentle on the skin, only one wipe comes out at a time."

## Usability

"They were fantastic for cleaning bottoms, it removed an awful lot first-hand, it would take much more of the old (dry wipes) to properly clean."

## Size

"Enough to cover whole hand, fold and re-use – also doesn't lose size if put into water basin."

## Quality and texture

"It's really soft, I rubbed it on my own skin and it was so gentle, I knew it wouldn't damage it even if I was rough."

## Durability

"No tearing or fraying during usage – retains shape – very different to dry wipes."

## Scent

"Lack of scent meant no reaction or drying of skin but still felt there was fresh smell (so sometimes eradicates need for soap)."

# The WaterWipes story

- ❖ WaterWipes were created by Edward McCloskey after his newborn daughter suffered from bad diaper rash. Despite an extensive search, he could not find a baby wipe that did not contain ingredients that were simply too harsh for her sensitive skin, so he decided to make his own<sup>10</sup>
- ❖ After many years of hard work, testing, and scientific research, WaterWipes were born. Pure, gentle, and safe for the most delicate skin, but in the convenience of a baby wipe, WaterWipes are the next best thing to cotton balls and water<sup>10</sup>
- ❖ Due to demands from healthcare professionals who recognize the benefit of cleaning skin with minimal ingredients, the makers of WaterWipes are bringing their product to the elderly population who, like babies, have

sensitive and delicate skin requiring special care<sup>4</sup>

- ❖ The only differences between the Baby Wipes and the Professional Care wipes are the textured finish and larger size of the Professional Care wipes. The textured finish gives a soft feel to delicate skin and the larger size enables patients and healthcare professionals to use the wipe on greater areas of the body during cleaning. They are perfectly safe for cleaning all parts of the body, face, hands, and intimate areas, as well as for incontinence-related issues<sup>4</sup>
- ❖ Because WaterWipes avoid unnecessary and harsh ingredients, they have been awarded the National Eczema Association of America Seal of Acceptance™

## References

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