

# CREOS™ WOUND DRESSINGS

## OVERVIEW

- Soft, white, pliable, non-friable, absorbent sponges made from collagen obtained from bovine deep flexor (Achilles) tendon.
- They are intended for use on moist or bleeding oral wounds where a stabilized blood clot can help protect the wound surface from further injuries.
- Holds many times their own weight in fluid.
- Nontoxic and nonpyrogenic, designed to be absorbable when left in situ after hemostasis. They are extremely porous, so do not have the same function as a barrier membrane.
- Can be cut to any size or shape in the wet or dry state, without tearing or fragmenting.
- Sizes:
  - WD62200 xenotape 1" x 3" 10/box (2.5 cm x 7.5 cm)
  - WD62201 xenocote 3/4" x 1 1/2" 10/box (2 cm x 4 cm)
  - WD62202 xenoplug 3/8" x 3/4" 10/box (1 cm x 2 cm)
- Store the Absorbable Collagen Wound Dressings in scaled packages at room temperature. Avoid excessive heat or humidity.
- Resorbs within 2-4 weeks.



## FEATURES & BENEFITS

| Feature  | Benefit  |
|--|--|
| Retain structural integrity even when wet  | <b>Unwanted dispersal from the site is not encountered</b>   |
| Greater than 90% of the dressing consists of open pores, which can fill with fluid | <b>The dressings are highly absorbent, holding many times their own weight of saline solution</b>  |
| Collagen obtained from bovine deep flexor (Achilles) tendon                        | <b>Because of the high initial purity and further processing achieved during manufacture, the sponges are safe and effective wound dressings that exhibit very consistent behavior</b>   |
| The highly porous sponge structure absorbs blood and wound exudate                 | <b>The aggregated platelets degranulate, releasing coagulation factors that enable, together with plasma factors, the formation of fibrin. The sponge structure of the Absorbable Collagen Wound Dressings provides a 3D matrix for additional strengthening of the blood clot</b> |

## PROBING QUESTIONS

1. Do you currently use wound dressings in your practice?
2. Are you interested in providing additional patient comfort during surgical procedures?
3. Are you looking to save chair time by helping to stabilize wounds quickly?
4. Have you ever had a wound dressing fragment or tear?
5. Do you find yourself continuously spending excess money on gauze?

## OBJECTION HANDLING

### – I use cotton and that has been working for me all these years!

- Dressings are specifically designed to help stop the bleeding as quickly as possible and helps stabilize the blood clot
- It is also meant to absorb large amounts of fluid
- Furthermore, they help reduce the risk of infection by providing coverage

### – I don't need it!

- Wound dressings have been used to clean, cover and protect the wound from the external environment
- The benefit to the patient is providing a moist environment, remove the excess of exudate and protect the wound from infection
- Cost effective



|                                | <b>Collagen Matrix - MatrixDerm</b>   | <b>Zimmer Collagen Tape, Patch &amp; Plug</b>   | <b>Straumann® Regenomer Block and Plug</b>  | <b>Ace Resorbable Collagen Foam, Plug and Tape</b>   | <b>Osteogen® Plug/ Strip</b>   |
|--------------------------------|---|---|---|--|--|
| <b>Weaknesses</b>              | -From bovine dermis tissue.<br>-Manufacturer and not a commonly known seller as they work through partnerships with other companies.  | -Manufacturer, Collagen Matrix, Inc. makes the same materials for Zimmer as they do for Biomet 3i.<br>-Zimmer does not directly disclose the material origin.   | -Comes in a pack of 5 pcs.<br>-Only available in a block or a plug.<br>-Straumann does not directly disclose the material origin.   | -Source unknown.<br>-Little marketing/advertising.   | -Resorbable synthetic bone.<br>-2 sizes only small and large. Plug indication is meant mainly for extraction sockets. Strip– indication is to repair a missing wall or defect. Plugs come in a pack of 5 and strips come in a pack of 2.   |
| <b>Comp Strengths / Claims</b> | -Essentially resorbs within 30 days of placement.   | -Can hold up to 30x its own weight in fluid.  | -Two sizes available in the block or plug.<br>-Non-chemical crosslinking.<br>-Designed to be used as bone filling augmentation material.  | -Competitive pricing.  | -Low price.<br>-Membrane is not necessarily needed to close the graft.   |
| <b>Parity</b>                  | -   | Same product as Collagen Matrix and Biomet 3i.  | -   | -  | -  |
| <b>Our Key to Success</b>      | <ul style="list-style-type: none"> <li>The tendon is one of the purest sources of collagen that can be readily obtained and processed.</li> <li>We follow strict standards of product quality and safety.</li> <li>Bundle offer with implants and xenoprotect as well.</li> </ul> | <ul style="list-style-type: none"> <li>The tendon is one of the purest sources of collagen that can be readily obtained and processed.</li> <li>We follow strict standards of product quality and safety.</li> <li>Bundle offer with implants and xenoprotect as well.</li> </ul> | <ul style="list-style-type: none"> <li>Bundle offer with implants and xenoprotect as well.</li> <li>Better choice of styles/sizes. Ours can be cut wet or dry without fragmenting.</li> <li>Our packages come with 10 individually packaged products, which means ordering less often.</li> </ul> | <ul style="list-style-type: none"> <li>The tendon is one of the purest sources of collagen that can be readily obtained and processed. Their origin is unknown.</li> <li>We follow strict standards of product quality and safety.</li> <li>Bundle offer with implants and xenoprotect as well.</li> </ul> | <ul style="list-style-type: none"> <li>Better volume stability - Synthetic grafts tend to resorb faster and have an inability to maintain their defect volume.</li> <li>Bundle offer with implants and xenoprotect as well.</li> <li>Better choice of styles/sizes. Ours can be cut wet or dry without fragmenting.</li> <li>Wound dressings resorb quickly and do not protect the graft.</li> </ul> |