

## MARKET ACCEPTANCE

Rochester Medical's HydroSil™ discreet, an all-silicone hydrophilic catheter, features a proprietary coating and an integral water sachet. The catheter's hydrophilic carbomer coating is a medical grade acrylic polymer. This type of coating is used extensively as the basis for lubricating gels and as the coating on gel cap oral medications. The water sachet, packaged with the HydroSil discreet, is filled with pure, sterile water with no additives. The sachet allows women to easily and conveniently hydrate the catheter and eliminate worries of contamination by a non-sterile water supply.

Since introducing its line of hydrophilic-coated catheters, Rochester Medical has sold millions of units world wide. The customer testimonials below speak directly to the benefits users' experience and the products' wide acceptance in the market place.

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## CUSTOMER TESTIMONIALS

"Thanks for introducing us to the Hydrophilic Catheter. We cath my 9 year old son, Zac, four times a day routinely using a new catheter each time. He has Spina Bifida, is highly allergic to latex, and has chronic UTI's. He has a Mitrofanoff through which we cath and we needed to use a coude tip catheter prior to finding your flexible silicone hydrophilic. Because we are constantly on the go (no pun intended!), we cath in public restrooms, the back of our van, as well as various and sundry other places. I really like the adhesive strip that allows us to "hang" the catheter package in a convenient place while cathing. The flexible "no memory" feature is a "seller" because we carry catheters needed for the day in a back pack. We need the longer catheters which tend to kink when folded or wadded as the case may be! Your catheter does not kink at all. I have purposely tied one in knot and left it for days to see if would. It didn't! Also, we put medicine into Zac's bladder when it has drained completely. The silicone catheter "hugs" the syringe and doesn't slip out accidentally.

In short, I like the Hydrophilic catheter all the way around! Thanks."

- **Julie J., LA**

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"I was calling to leave a message regarding the hydrophilic samples I have been trying out.

They are phenomenal. I have been using a red rubber for 15 years, ever since I left the hospital and I have tried only a few other catheters and they have normally been PVC so they are very straight, unforgiving, and they actually cause a lot of pain and irritation since I have a lot of feeling.

These [hydrophilic catheters] you could not tell you are putting them in or pulling them out. Better than a red rubber with gel. There was no clean up. Instead of me having to get a catheter and a tube of gel, I just popped the bag, filled up the water, taped it to the railing with the self-adhesive on the back, opened it up, pulled it out, it was perfect. In, out, no pain, no discomfort, didn't know it. Put it back in the bag when I was done, threw the whole catheter out.

I have tried some closed systems. This is a quicker, easier clean up job than a closed system less to carry, easier on me. It is really, really, well and I am going switch from red rubber to this, which is the first time I have switched catheters in 15 years.

So thank you kindly. I appreciate it."

- **Jason L., IL** (Transcription of voicemail message)

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"Being a c7 complete quadriplegic, convenience is of the highest importance in maintaining a "normal," functional everyday life of work and living independently. I have used the mentor 814 [olive tip coude cath] for nearly eight years. Having worked in the industry nearly three years, I have seen most if not all advancements in catheter technology...

The new Rochester Cath boasts all of the beneficial advantages the other manufacturers have such as:

- instantly binding coating
- transparent coating allowing the user to see urine flow
- clean, extremely slippery coating without an excessive goo eliminating a "messy" procedure
- soft, comfortable silicone material

...I personally have wanted to use a hydrophilic catheter since I was introduced to the technology. However none offered a catheter that would offer the convenience I require in my active daily life. This cath incorporates everything I need in being able to convert to using the advantages of a quality hydrophilic catheter without sacrificing any convenience.

I applaud Rochester's efforts in developing this product. I think it will prove to be a superior product and stand head and shoulders above others in this market. It is not easy to convince a user to change their methods once they find something that has worked for them for many years. I too am one of those reluctant users to change. However I am more than thrilled to incorporate the new Rochester Hydrophilic catheter into my life. It will be a nice fit into my busy lifestyle.

- **Josh E., GA**

## HOW TO OBTAIN SUPPLIES

CATHETER DESCRIPTION	FP10 CODE	PIP CODE
HydroSil discreet 10Ch	61610	301-4321
HydroSil discreet 12Ch	61612	301-4339
HydroSil discreet 14Ch	61614	301-4347

For fast, reliable delivery of HydroSil discreet catheters, please call the Script-easy® confidential prescription service on Freephone 0800 0121699



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