



**Helps stop
stool buildup.
And doesn't
stop there.**

Kimberly, @kimberlyhcoleman

**Help your patients live a more
confident life with ESENTA™
Lubricating Deodorant.**

- +** Easy-to-use lubricating spray coats the pouch to prevent stool buildup (pancaking) around the stoma that can compromise the seal
- +** Helps stop odor before it starts
- +** Made with natural eucalyptus, lavender, pine oils and other natural ingredients



ESENTA™
Lubricating Deodorant

ESENTA™ Lubricating Deodorant should not be applied to a skin barrier.



Project and Job Number CR15120_H239859_P505819	Client ConvaTec	Type Area Box (h x w) x in in
Publication General Magazine US	Market United States	Trim Box (h x w) 11.000 x 8.500 in
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Contact studio164@hogarthww.com	Date & Time 08/03/2023 17:01	

Operator	Proofreader
Line Manager	Account Manager
Light Box	Light Box

- Cyan
- Magenta
- Yellow
- Black

ESENTA™
Lubricating Deodorant

**A healthy bond
everyday, everywhere.**



**ESENTA™ Lubricating Deodorant
supports a healthy bond between
patients and their stomas**

What is Pancaking?

Accumulation of stool around the stoma which doesn't drop down into the pouch¹
82% of respondents experienced some degree of pancaking¹

Why does it matter?

- Can lead to leakage¹
- Can corrode the skin barrier and lead to sore skin²

48% reported that pancaking pushed the Ostomy appliance off their body during the day¹

Spray Bottle Size	Product Code	Quantity	HCPCS Code
8 oz	423574	1	A4394



Help your patients get the products, care and support they need. Enroll them in me+™ today.

Contact your me+™ concierge at 1-877-585-0470 or visit mepluscare.com



Scan here for more information or visit us at
convatec.com/ostomy/esenta/

References: 1. Perrin, A. et al. Survey of patients' experiences with pancaking - Quantitative research amongst colostomists. Colorectal Disease (stoma supplement) 22 (16) S20-S23 (2013). 2. Burch J, Sica J (2005) Stoma care accessories: an overview of a crowded market. Br J Community Nurs 10(1): 24-31.

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<p>Hogarth Worldwide</p>	Project and Job Number CR15120_H239859_P505819	Client Convatec	Type Area Box (h x w) x in in	Operator	Proofreader
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