



Date: 19th May 2009
For more information: Contact Susan Leigh or Gillian Waddell on 0207 498 8211
susan@fuelrefuel.com or Gillian@fuelrefuel.com

SYSTAGENIX UNVEILS NEW CORPORATE IDENTITY AT LEADING EUROPEAN WOUND CARE SYMPOSIUM

Systagenix, the advanced wound management company, will be unveiling its new corporate identity at the 2009 European Wound Management Association (EWMA) meeting in Helsinki, Finland, this week.

Systagenix's ethos is about connecting the company's heritage for innovation with its new focused commitment to developing wound care solutions based on evidence. "Connecting with our customers is paramount to our success and we wanted to communicate this within our corporate identity" comments Systagenix's CEO, Steve Atkinson. "we know our customers are looking for products that provide the desired results and outcomes for their patients. Systagenix is that company – offering a comprehensive wound care solutions portfolio based on research and clinical evidence."

Systagenix unveiled its new identity at the EWMA meeting as the audience included more than 2,000 health care practitioners, seeking to develop better understanding of the research and science behind wound management for optimal outcomes.

To underline Systagenix's commitment to pushing the boundaries of wound care innovation, the company is hosting two Symposiums at the EWMA meeting. The first meeting, entitled "EVIDENCE In vitro, In vivo, In practice" will analyse how the most innovative wound care products can assist clinicians in delivering the best solutions for their patients.

The second Symposium, entitled "Antimicrobial silver treatments: how to measure their effectiveness?" will assess the factors used to measure the effectiveness of wound care treatments.

Steve Atkinson of Systagenix concludes, “As the newest wound care solution company, we are keen to raise our awareness and develop relationships and long last partnerships with allied healthcare professionals. Systagenix Wound Management aims to become the leading wound care company, committed to providing innovative products, which enhance patient recovery. I am confident that Systagenix’s presence at this conference will support our efforts to drive the business forward in our key markets and enable us to be the strongest and most admired wound care company in the world.”

-Ends-

Notes to Editors:

Portfolio Details

Professional Advanced Wound Care Products include:

- ACTISORB® Activated Charcoal Dressing with Silver — helps to manage infection through its unique mode of action that traps and kills bacteria and eliminates malodors. The first commercialized silver dressing available at the time of its launch in 1980. The safety and efficacy of ACTISORB® Dressings is now supported with published clinical evidence in over 13,000 patients.
- ADAPTIC® Non-Adhering Dressing — helps to protect regenerating tissue and minimizes patient pain and trauma during dressing changes.
- INADINE® Povidone Iodine Non-Adherent Dressing – combines the sustained release of a broad spectrum antiseptic with gentle application and ease of removal to help manage infection and minimize trauma during dressing changes.
- PROMOGRAN® Matrix Dressing — a unique, clinically proven combination of collagen and oxidized regenerated cellulose (“ORC”); facilitates tissue granulation through modulation of the wound environment.
- PROMOGRAN PRISMA™ Balancing Matrix Dressing — combines collagen and ORC with an optimal level of silver; helps restore the normal wound-healing environment by reducing bacterial levels without causing harm to host cells.
- SILVERCEL® Anti-microbial Alginate Dressing — provides a controlled, balanced and sustained release of silver that helps manage infection and exudates while offering superior dressing tensile strength for easy, intact removal.
- TIELLE® Hydropolymer Dressings — a broad range of foam dressings handling different levels of exudates to reduce wound maceration and leakage while optimizing cost effectiveness through increased dressing wear time.