

CYMED APPLICATION VIDEOTAPE

VIDEO

FADE UP FROM BLACK:

CYMED, INC. (white logo
emerges on blue background
similar to packaging)

MICROSKIN OSTOMY

POUCHING SYSTEMS

We see people with various
lifestyles: Philip on a tread-
mill, Nancy gardening, Henry
fly-fishing, Toby playing the
cello, Kathy making angels,
someone waterskiing, Genetta
riding a bike with her
grandson and someone diving
into a pool. These images,
cut-out and woven together,
form an artistic montage that
passes quickly.

CU hands stretching MicroSkin

MS the gardener reaching up to
take a trowel off the wall and
kneeling down to dig a hole.

AUDIO

musical sting

Music fades up

Music lowers

NARRATOR:

MicroSkin technology has improved
the quality of life for people
with a wide variety of lifestyles.

We are pleased that you have
selected a MicroSkin product.

When applied properly, its
innovative features provide
unparalleled comfort and security.

Music fades out

MicroSkin stretches easily and
then returns to its original
shape. It conforms to the

contours of your body and moves
with you the way your skin does--
without restriction.

Henry reaching back to cast

CU hands stretching MicroSkin
and turning it for side view

DISSOLVE TO:

Computer graphic of MicroSkin

(side view) LESS THAN 1/1000
OF AN INCH (chyron on screen)

arrows indicate air flow,
droplets show evaporation.

Phillip on treadmill

CU water poured on hand with
pouch attached.

waterskier

waterskier flips

CU hands taking product out
of package, pulling out
directions, opening them to
back then turning over.

DIP TO BLACK

This flexibility and
stretchability is part of what
makes it so comfortable. And it's
low-profile because

MicroSkin is extremely
thin,

less than 1/1000 of an inch.

MicroSkin also breathes.

It helps keep your skin healthy by
letting air in and letting
moisture evaporate--

which means you can stay
comfortable and secure while
active.

MicroSkin is also waterproof,
protecting your skin and
providing full security--

no matter what you're doing.

We are now going to give a step-
by-step demonstration to show
you how to use the product
successfully and enjoy all the
benefits of MicroSkin.

MICROSKIN UROSTOMY POUCH
APPLICATION

Establishing shot: Philip in bathrobe, folding towel, readying supplies.

MS He places the urostomy pouch on the bureau.

We pan to see ivory soap and box of tissues.

He puts out handiwipes and a stoma measuring guide.

CU washer in package

MS Philip straightens and checks his supplies against the list on the directions.

DISSOLVE TO:

CU Philip measuring his stoma, finding hole with 1/8 inch clearance.

musical sting

NARRATOR:

Before starting, assemble all supplies necessary for the urostomy pouch application.

You'll need a MicroSkin Urostomy pouch, non lotion-based soap, soft cloths to clean and dry your skin, and a stoma measuring guide.

A washer and stoma paste are optional.

Our demonstrator, Philip, has already measured his stoma to determine the size of the pre-cut MicroSkin adhesive barrier he needs.

If you prefer a cut to fit option, first measure the size you need. Select the smallest hole that fits around the stoma without touching it, allowing at least 1/8 inch clearance all around.

MCU hands separating the front from the back of the pouch, and cutting the adhesive barrier.

CU cutting washer that has a circle traced

DISSOLVE TO:

MS Philip holding the pouch folding back corners

Philip removes center cover

places it on bureau, and picks up directions.

CU Philip holding directions showing figure #6

MCU Philip's face

Pan down to show tissue wick

and washing

Pull the MicroSkin barrier away from the back of the pouch, and cut the adhesive barrier to size.

If you use a cut to fit washer, cut it to the exact size and shape of your stoma.

To prepare the MicroSkin pouch for application, fold back a corner of each vertical edge strip.

Remove the center cover sheet leaving the edge strips in place and put the pouch sticky side up on a flat surface.

If you're using a washer or stoma paste, refer to the directions in the package.

Remove the pouch you are wearing and use a rolled tissue to wick away urine from the stoma..

Gently wash the skin around the stoma with soap and water using a soft cloth.

DISSOLVE TO:

MCU drying with soft cloth

puts cloth down, picks up
barrier by edges

bends barrier's upper half
away from his body , removes
wick and puts on barrier
starting at bottom.

Slowly pulling upper portion
over stoma

pressing to secure barrier

removing edge strips and
smoothing edges.

fingertips pressing all
around barrier.

removing paper frame.

DISSOLVE TO:

CU attached pouch,

lifting valve,

Rinse and thoroughly dry the skin.

MicroSkin only adheres properly if
your skin is completely dry.

After drying, hold the adhesive
barrier by the edge strips with
the bottom of the pouch facing
down.

Bend the upper half of the barrier
away from your body and apply it
to your skin starting at the
bottom.

Make sure moisture from the stoma
doesn't touch the barrier as you
bring it over your stoma.

Apply even pressure to secure the
barrier to your skin.

Remove the edge strips and smooth
down the barrier edges.

Make sure the barrier is secure by
firmly pressing it down.

Finally, remove the paper frame
from the MicroSkin barrier's
nonadhesive side.

To empty your urostomy pouch, lift
the valve above the urine level,

opening cap,
lowering valve out of frame
Turning valve up into frame,
wiping with tissue, and
snap the cap on.

DISSOLVE TO:

ECU pouch and adaptor being
attached.

DISSOLVE TO:

MCU Philip removing MicroSkin

open the cap, and drain the
urine into the toilet.

When you have finished, turn the
valve upwards, wipe with a tissue
and snap the cap on.

For night drainage, use the
adaptor provided to connect the
system to your night drainage bag.

When it's time to remove the
MicroSkin adhesive barrier, catch
a corner of it with a fingernail
and stretch the barrier parallel
to your skin. Don't worry if the
MicroSkin tears or breaks--that's
normal. Stretching the barrier
releases the adhesive. Work
around the barrier, gently pushing
your skin away while you stretch
and peel it slowly.

CU knotting plastic bag

Discard the pouch in a plastic
bag.

DIP TO BLACK

(Close for all three programs)

Genetta picking up newspaper

Henry carrying groceries

Toby changing a lightbulb

Philip putting on jeans

Kathy picking up grandchild

Nancy dancing with Mark

Swimmer in pool

MicroSkin technology was designed to provide the feeling of a second skin. Because the adhesive barrier moves with you, you'll have unrestricted comfort.

Its low-profile lets you wear what you want.

You can feel secure day and night with MicroSkin's strong adhesive seal and waterproof design. Plus, your skin can stay healthy as it's protected from moisture but able to breath.

(During the next sentence, as the narrator begins the recap, a boxed image appears over the computer graphic background with a word below it in the screen. With each new word word the image in the box changes.