



# ‘EXTREMELY DISCREET AND VERY COMFORTABLE.’



## Why more HCPs are offering Renew Inserts to patients with **Accidental Bowel Leakage**



It’s estimated that 1 in 10 men and women in the USA will experience bowel control problems at some point in their lives, with many too embarrassed to talk to their PCP about it. ‘It’s a very private matter,’ explains **Polly Weston**, Lead Clinician for the South Cumbria Continence Service in Kendall. ‘People are more than happy to talk about cancer or some major surgery they’re having, but they really don’t want to discuss their bowel.’

Accidental Bowel Leakage (ABL) is medically referred to as bowel incontinence in which sufferers experience random episodes of faecal leakage, sometimes without realising. Caused by a weak or damaged anal sphincter, the condition affects thousands of people – including post-natal women, patients with neurological conditions, and those suffering from diarrhoea or diarrhoea-related conditions, such as IBS and Crohn’s Disease.

There are currently a small number of non-surgical options a patient can use to help manage the condition, including the use of disposable pads. Polly, however, is one of a growing number of specialist nurses reluctant to recommend pads to patients with ABL. ‘All a pad’s going to do is stop it from getting on your pants or underwear,’ she says. ‘It’s not going to absorb faeces at all, so the skin will become itchy and irritable and there will be a strong odour. The minute a patient’s wearing a pad and has faecal incontinence the pad has to be changed and the skin cleaned.’

Renew Inserts is a clinically-tested product that helps to prevent involuntary bowel leakage. Made from soft, supple silicone that adapts to the body for a comfortable fit, each Insert is safe to wear day and night and comes with a hygienic fingertip applicator. In comparison to pads, Polly finds Renew Inserts ‘a much more dignified option for the patient’.



**Sharon Holroyd**, Lead Continence Nurse Specialist at Calderdale Bladder and Bowel Service in West Yorkshire, agrees. ‘Each Insert is easy to open, easy to use,’ she says. ‘A lot of people who like it like that there’s a little finger applicator, because that makes it feel a bit cleaner.’ Another benefit, she believes, is that the patient can ‘literally just pop it in and forget about it,’ which isn’t as easy with a pad or an absorbent anal plug.

‘Some patients will be on board sooner than others,’ Polly says. She thinks that being able to visually show her patients what a Renew Insert looks like helps to put their minds at ease. ‘It’s so small and pliable. Patients often wonder how they’re going to get it in, how they’re going to get it out. Seeing it breaks down the barrier.’ ‘It’s extremely discreet,’ Sharon agrees. ‘And I’m led to believe that it’s very comfortable to wear for most people.’

This was especially true for patient Nicola, 72, who has experienced symptoms of ABL for over eighteen years now. ‘The Renew Inserts have done for ABL what tampons did for periods,’ she says. ‘I look forward to things again. I do ballroom dancing, I do dance aerobics, I swim, I walk, I can do anything. With Renew you can wear what you like, eat what you like and do what you like, whenever you like.’

And it’s not just Nicola who has seen an improvement in her quality of life. ‘A growing numbers of people use Renew Inserts because it gives them confidence.’ Polly says of her patients. ‘They can actually enjoy their life more.’

**ABL can be a debilitating condition, with patients never sure when their next ‘embarrassing episode’ may be. By offering the choice of Renew Inserts, specialists and clinicians such as Polly and Sharon can help support patients back to enjoying a normal, active life again.**



**Available by Prescription only at CMT**

# Renew Inserts: Confidence that comes from Control



Scan to learn more about Renew



## Frequently Asked Questions:

### Are Renew Inserts comfortable to insert and wear?

Yes. Clinical studies show Renew Inserts are soft, fit the contours of the body and are comfortable to wear.

### Will a patient feel the Renew Insert in place?

Most people can feel the Renew Insert in place when they first try them. This feeling usually passes with use.

### How do you know when the Renew Insert is properly in place?

When the Insert is properly in place, the top disc will rest just inside the rectum and the bottom disc, just outside the anus. Your patient should not feel any discomfort.

### How long can my patient wear a Renew Insert?

Renew Inserts may be worn continuously, day and night. A single Insert can be worn until the next bowel movement, or changed as desired. After one is expelled, it can be replaced with a new Insert.

### How do I know which size Renew Insert my patient should use?

Initially, we recommend trying the Regular size Insert. If the Insert comes out at unexpected times or if your patient experiences leakage, we recommend trying a Large size Insert.

### What are the recommended insertion positions?

Your patient may wish to sit on the toilet or try standing with one foot up on the toilet, or squatting. Patients should use whichever insertion position feels most comfortable for them.

### Can a Renew Insert get lost inside the body?

No. Clinical research has shown that Renew Inserts come out with a person's next bowel movement. In the unlikely event a Renew Insert moves into the anus, it will be naturally expelled at that time.

### What if the Renew Insert comes out when a patient goes to the Toilet, passes wind, or urinates?

The Renew Insert is designed to be expelled with a bowel movement, but occasionally may come out when on the toilet, passing wind, or urinating. If this happens, the patient should simply replace it with a new Insert.

### Will my patient be able to pass wind (gas) with the Renew Insert in place?

Yes. The Renew Insert still allows for the passage of wind (gas). If your patient is using a Large size Renew Insert and feels discomfort from wind (gas), they may benefit from trying a Regular size Insert.

### Can patients bathe and be physically active when wearing Renew Inserts?

Yes. All day to day activities can be undertaken while using a Renew Insert.

### How often should a patient use the Insert?

Initially, we suggest your patient uses the Renew Insert daily, to become accustomed to wearing them. Usage can vary from person to person, based on their lifestyle, symptoms and condition.

### Is the Insert available on the USA?

Yes. Inserts are available on prescription in 2 sizes (regular and large) in boxes of 30.

### Order Codes

| Item         | Product Code | Units per Pack |
|--------------|--------------|----------------|
| Regular Size | CS-FG730     | 30             |
| Large Size   | CS-FG731     | 30             |

### Could your patients benefit from using Renew Inserts?

- Renew Inserts provide a clinically tested solution for the management of Accidental Bowel Leakage often experienced by patients with Lower Anterior Resection Syndrome
- An alternative to pads and absorbent anal plugs, Renew Inserts are ideally suited to patients who want to enjoy a normal, active life

