Extended Use Ostomy Pouch Deodorizer

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Ostomy

- Surgically created opening in the body for discharging waste
- Cancer, Disease, Trauma, Incontinence
- 500,000 - 750,000 Americans
- 120,000 new ostomy surgeries/year
- Ostomy bag/pouch- $1.0 billion market in the U.S.
Problem- Odor!

- Today’s ostomy pouches are odor proof
- BUT, when emptied, a distinct odor escapes
- Frequent pouch emptying: 8-10 times/day
- Significant source of anxiety for ostomates
- Can lead to social isolation
- Major impact on self esteem/quality of life
Odor-A Major Quality of Life Issue for Ostomates

“I still struggle day to day with social anxiety. I work a full-time job and everyone there is great and I'm comfortable with. It's everywhere else that I'm frightened to go....mostly of fear of smells that might come from my bag. I even find myself turning down parties and get-togethers of people who don't know I have a colostomy”
Ostomy Pouch Odor Control

• Solid and liquid deodorizers (applied directly into a pouch)

• Deficiencies
  – Short lived
  – Inconvenient
  – Messy

• Unmet need: long-lasting and effective odor control solution
Solution: Ostomy Pouch with Integrated Extended Deodorizer

-Absorbent pad primed with liquid deodorizer
-Significantly reduces number of deodorizer applications (from 8-10/day to 2/day)
Product Development

- **Protect IP**
  - PCT patent application filed 11/2012

- **Regulatory Assessment**
  - Pad w/o antimicrobial-Class I, premarket notification exempt
  - Pad with antimicrobial-combination product

- **Lab Bench Testing**
  - Odor reduction test - liquid deodorizer alone vs plain pad vs vs antimicrobial

- **Pilot Trial**
  - Ostomates to assess odor reduction, frequency of deodorizer application, and user anxiety/stress
Value Proposition

• First-to-market extended wear ostomy pouch deodorizer

• Greater convenience and significant quality of life enhancement for ostomates

• High appeal to health care professionals
  – Odor is a significant work quality issue
  – Reduced application of deodorants-increased efficiency
  – High brand adherence for ostomy pouches post-discharge

• Start-up opportunity