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# THE SEAFOOD BANDAGE

A new powder made from shrimp stops serious bleeding—fast

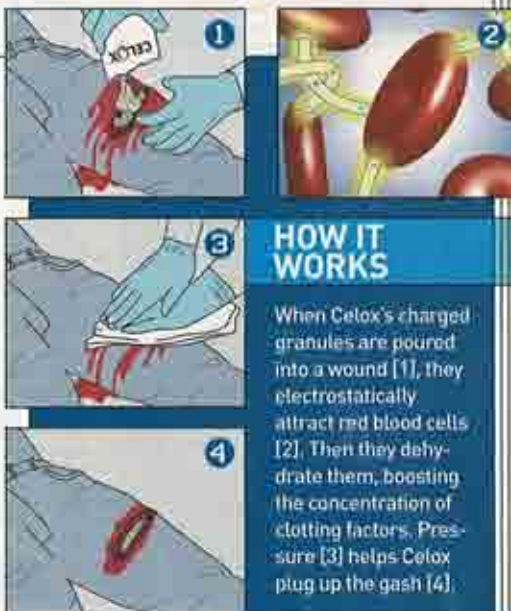
**WHEN IT COMES TO** war wounds, red is dead. Stop the bleeding, and you save the soldier. It's a simple idea that's driving a budding industry for fast-acting blood-clotting agents.

The latest in the category: a pourable bandage called Celox. Made by SAM Medical Products near Portland, Oregon, Celox is a granular compound derived from shrimp shells. "It resembles uncooked grits," says Adrian Pollack, SAM's head of research and development. When poured directly into a bleeding wound and subjected to pressure, the positively charged Celox granules cross-link with negatively charged red blood cells,

forming a putty-like plug that blocks blood flow [see illustration, right].

The process takes about five minutes and features key advantages over two kinds of high-tech bandages now in use in Iraq and Afghanistan. Unlike HemCon, a bandage also made of shrimp shells that works only on surface injuries, Celox can be poured into major wounds. Quick-Clot, a clotting aid made of mineral powder, is similarly applied but creates heat that can cause severe burns.

Celox could hit war zones by year's end, pending approval by the Food and Drug Administration. After that, your first-aid kit.—MONICA KHEMSURDV



## HOW IT WORKS

When Celox's charged granules are poured into a wound [1], they electrostatically attract red blood cells [2]. Then they dehydrate them, boosting the concentration of clotting factors. Pressure [3] helps Celox plug up the gash [4].

## The good news: A rained out vacation.

Don't let erectile dysfunction (ED) hold you back from a fulfilling sexual relationship.

- Viagra is prescribed for all degrees of ED, even if it only happens once in a while.
- Maintaining an erection is important. It's just as important as getting a firm erection. Viagra can help with both.
- Viagra has an established safety profile. It's been studied more than any other oral ED treatment.

**VIAGRA**  
(sildenafil citrate) tablets  
*What are YOU waiting for?*

Ask your doctor if Viagra is right for you. And enjoy what it can do to help you improve your sex life.

VIAGRA is prescribed to treat erectile dysfunction. We know that no medicine is for everyone. If you use nitrate drugs, often used for chest pain (known as angina), don't take VIAGRA. Taking these drugs together could cause your blood pressure to drop to an unsafe level.

Talk with your doctor first. Make sure you are healthy enough to have sex. If you have chest pain, nausea, or other discomforts during sex, seek medical help right away.

Although erections lasting for more than four hours may occur rarely with all ED treatments in this drug class, to avoid long-term injuries, it is important to seek immediate medical help.

In rare instances, men taking PDE5 inhibitors (oral erectile dysfunction medicines, including VIAGRA) reported a sudden increase or loss of vision. It is not possible to determine whether these events are related directly to these medicines or to other factors. If you experience sudden decrease or

loss of vision, stop taking PDE5 inhibitors, including VIAGRA, and call a doctor right away.

The most common side effects of VIAGRA are headache, facial flushing, and upset stomach. Less common are bluish or blurred vision, or being sensitive to light. These may occur for a brief time. Remember to protect yourself and your partner from sexually transmitted diseases.

Please see our patient summary of information for VIAGRA (25 mg, 50 mg, 100 mg) tablets on the following page.

VIAGRA is available on most Managed Care Plans.\* VIAGRA is one of several ED treatments that you and your doctor can consider.

\*Percent of members by formulary status for HMOs, PPOs and POS for Viagra. Formulary Compass™ MediMedia USA, Inc. May 2006.

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