

## **BURSAMED MARKETING TEXT**

### **Tagline**

Shear- and friction-relieving dressings

Shear- and friction-relieving dressings with hydrocolloid

### **Short Description (41 words)**

BursaMed® is a line of occlusive dressings designed to reduce skin shear and friction and help protect against, as well as treat, pressure ulcers and other wounds affected by shear and friction. BursaMed® dressings are especially ideal during the remodeling stage.

### **Medium Description (90 words)**

BursaMed® is a line of occlusive dressings designed to reduce skin shear and friction and help protect against, as well as treat, pressure ulcers and other wounds affected by shear and friction. BursaMed products incorporate a patented central dome that is designed to collapse. The result is a gliding movement that redirects the pressure vector away from the protected area, relieving skin shear and friction. BursaMed HC with hydrocolloid also provides a moist wound-healing environment. BursaMed dressings are especially ideal to help protect newly formed skin during the remodeling stage.

***You may also use the descriptive text on the product webpage.***