CELOX MARKETING TEXT

General Product Text

Tagline

Hemostatic delivery systems

Short Description (12 words)

CELOX™ is a high-performance chitosan-based hemostatic designed to stop lethal bleeding fast.

Medium Description (94 words)

CELOX™ is a high-performance chitosan-based hemostatic designed to stop lethal bleeding fast. It is easy to use, extremely effective and safe (CELOX is a CE-marked Class III Medical Device). CELOX is available in four different delivery systems, and aids the caregiver in treating a variety of difficult and deep wounds. It also does not generate heat and will not burn the casualty or caregiver. CELOX works independently of the body's normal clotting processes and has been proven to work in hypothermic conditions and in the presence of common anticoagulants such as Coumadin and Heparin.

CELOX Original Granules Product Text

Tagline

The original, composed of absorbent hemostatic granules

Or

The original temporary traumatic wound treatment composed of absorbent hemostatic granules

Short Description (24 words)

The "original," with absorbent hemostatic granules that can be poured directly into a wound. This presentation provides for the most diverse set of uses.

Medium Description (66 words)

The original version of CELOX is composed of hemostatic granules that can be easily poured directly into a wound. The granular presentation provides a simple, quick way to control bleeding and is particularly useful in treating difficult and deep wounds. CELOX's properties have been confirmed as effective in wound models, where they have repeatedly demonstrated the ability to rapidly control major arterial bleeding from traumatic wounds.

Long Description (132 words)

The original version of CELOX is composed of hemostatic granules that can be easily poured directly into a wound. The granular presentation provides a simple, quick way to control bleeding and is particularly useful in treating difficult and deep wounds. CELOX's properties have been confirmed as effective in wound models, where they have repeatedly demonstrated the ability to rapidly control major arterial bleeding from traumatic wounds.

CELOX works by forming a sticky pseudo clot that blocks blood flow. This clot sticks to moist tissue to plug the bleeding site. CELOX does not trigger the normal clotting cascade or a blood-clotting response leading to clots being formed at a distance to the product. CELOX is made of chitosan, a compound derived from shrimp shells. Chitosan has proven antimicrobial properties and is not procoagulant.

CELOX-A Product Text

Tagline

Applicator system that delivers CELOX agent to deep penetrating wounds

Short Description (31 words)

The CELOX-A applicator and plunger delivery system makes it possible for the CELOX hemostatic agent to reach deep into small, penetrating traumatic wounds, getting straight to the source of the bleeding.

Medium Description (57 words)

The CELOX-A applicator and plunger delivery system makes it possible for the CELOX hemostatic agent to reach deep into small, penetrating traumatic wounds, getting straight to the source of the bleeding. CELOX's properties have been confirmed as effective in wound models, where they have repeatedly demonstrated the ability to rapidly control major arterial bleeding from traumatic wounds.

Long Description (122 words)

The CELOX-A applicator and plunger delivery system makes it possible for the CELOX hemostatic agent to reach deep into small, penetrating traumatic wounds, getting straight to the source of the bleeding. CELOX's properties have been confirmed as effective in wound models, where they have repeatedly demonstrated the ability to rapidly control major arterial bleeding from traumatic wounds.

CELOX works by forming a sticky pseudo clot that blocks blood flow. This clot sticks to moist tissue to plug the bleeding site. CELOX does not trigger the normal clotting or a blood-clotting response leading to clots being formed at a distance to the product. CELOX is made of chitosan, a compound derived from shrimp shells. Chitosan has proven antimicrobial properties and is not procoagulant.

CELOX Gauze Product Text

Tagline

Rolled gauze coated with CELOX hemostatic agent

Short Description (18 words)

CELOX Gauze combines our ground-breaking CELOX hemostatic agent with a fabric dressing, allowing for easy and precise placement.

Medium Description (49 words)

CELOX Gauze combines our ground-breaking CELOX agent with a fabric dressing to control life-threatening blood loss directly at the source of bleeding. CELOX Gauze is the only fabric dressing available coated with the CELOX hemostatic agent. The flexible gauze allows for easy and precise placement of the wound treatment.

Long Description (114 words)

CELOX Gauze combines our ground-breaking CELOX agent with a fabric dressing to control life-threatening blood loss directly at the source of bleeding. CELOX Gauze is the only fabric dressing available coated with CELOX hemostatic agent. The flexible gauze allows for easy and precise placement of the wound treatment.

CELOX works by forming a sticky pseudo clot that blocks blood flow. This clot sticks to moist tissue to plug the bleeding site. CELOX does not trigger the normal clotting cascade or a blood-clotting response

leading to clots being formed at a distance to the product. CELOX is made of chitosan, a compound derived from shrimp shells. Chitosan has proven antimicrobial properties and is not procoagulant.

CELOX Trauma Gauze Product Text

Tagline

Dual-purpose 100% hemostatic gauze for the control of bleeding and treatment of burns

Or

Dual-purpose gauze for treating traumatic wounds and first- and second-degree burns

Short Description (21 words)

CELOX Trauma Gauze is a dual-purpose gauze used to control traumatic bleeding and to cool and protect first- and second-degree burns.

Medium Description (67 words)

CELOX Trauma Gauze is a dual-purpose hemostatic gauze used to both effectively control traumatic bleeding and to help cool and protect first- and second-degree burns. CELOX Trauma Gauze is composed entirely of CELOX's chitosan chemistry; it is not impregnated or coated. This product uses a proprietary manufacturing process to create a soft, compliant and hemostatic gauze that is similar in feel and presentation to standard cotton gauze.

Long Description (180 words)

CELOX Trauma Gauze is a dual-purpose hemostatic gauze used to both effectively control traumatic bleeding and to help cool and protect first- and second-degree burns. CELOX Trauma Gauze is composed entirely of CELOX's chitosan chemistry; it is not impregnated or coated. This product uses a proprietary manufacturing process to create a soft, compliant and hemostatic gauze that is similar in feel and presentation to standard cotton gauze. The gauze dressing is composed of nonwoven chitosan fibers.

The dual indications of CELOX Trauma Gauze to control traumatic bleeding and to cool and protect against burns can potentially replace multiple products with one, freeing up valuable space in the battlefield medic's Improved First Aid Kit.

CELOX controls bleeding by forming a sticky pseudo clot that blocks blood flow. This clot sticks to moist tissue to plug the bleeding site. CELOX does not trigger the normal clotting cascade or a blood-clotting

response leading to clots being formed at a distance to the product. CELOX is made of chitosan, a compound derived from shrimp shells. Chitosan has proven antimicrobial properties and is not procoagulant.

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