

# 3-in-1 Cream Cloths

Prevent and manage all forms of moisture-associated skin damage (MASD)<sup>†</sup>, including intact, broken and damaged skin. Powered by Advanced Barrier Protection (ABP™) Technology, they help to restore skin integrity and are safe for use on all age groups, including neonates.\*



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# Rethinking MASD care

## MASD is a significant challenge in healthcare causing pain, infection and increased care demands

MASD spans mild irritation to severe skin breakdown, often compromising skin recovery. Contributing factors include intrinsic (age, skin type, health conditions and body folds) and extrinsic (moisture, friction, irritants and environments).<sup>1,2</sup>

### Types of MASD



#### Incontinence-associated dermatitis (IAD)<sup>3</sup>

Caused by prolonged contact with stool and urine causing itching, pain and irritation. Bowel and bladder incontinent individuals with IAD are **4.99 times** more likely to develop pressure injuries/ulcers. Preventing IAD helps reduce the risk of pressure injuries.



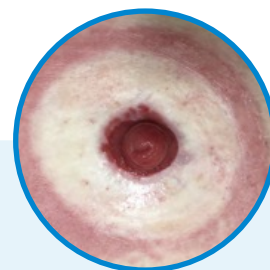
#### Intertriginous dermatitis (ITD) or interigo<sup>4</sup>

ITD occurs when moisture gets trapped in skin folds, like the armpits, groin and under the breasts. Sweat and friction lead to irritation, which can cause infection if untreated.



#### Periwound<sup>5</sup>

Periwound skin damage occurs when wound exudate irritates the skin around a wound (within 4cm), causing redness and skin breakdown. It's common in patients with chronic wounds like leg ulcers.



#### Peristomal MASD<sup>6</sup>

Caused by leakage of stool or urine from the stoma, irritating the surrounding skin.

# Limitation of traditional methods

## Addressing the challenges of treating MASD

### Clinical impact

- **Skin barrier damage:** Harsh soaps, abrasive wipes/towels and interactions between products may disrupt the skin's barrier, increasing risk of damage and infections
- **Application challenges:** Products may fail to adhere to wet or weepy skin, combined with variations in technique and products leading to inconsistent care
- **Skin assessment challenges:** Creams can leave greasy, opaque residue that makes it difficult for caregivers to monitor healing and assess conditions effectively

### Operational issues

- **High costs and waste:** Using separate products for cleansing, moisturising and protecting increases costs, generates waste and puts pressure on budgets
- **Inventory issues:** Managing multiple products increases administrative burden and the risk of waste from short-dated products
- **Training gaps:** Consistent training is required to ensure proper application. Without it, variations in technique can reduce effectiveness and leads to poor outcomes

### Carer's burden

- **Time-consuming:** Multiple steps and products demand significant caregiver time and effort, adding to their workload and reducing efficiency in care delivery
- **Patient discomfort:** The application of multiple products can prolong care, which may cause pain. It can also reduce their sense of dignity and well-being

## Traditional skin cleansing methods for MASD

3-step skin care regimen



# Structured skin care regimen

Clinell Contiplan 3-in-1 Cream Cloths cleanse, moisturise and provide barrier protection in a single step



## Cleanse

Gentle spunlace cream cloths are designed to effectively cleanse and protect, removing dirt, bodily fluids, moisture and irritants from the skin.

Soft and soothing, Clinell Contiplan 3-in-1 Cream Cloths help to prevent further damage while creating an optimal environment to support healing and recovery.



## Moisturise

Concentrated emollients work to soothe irritated skin by filling gaps in damaged areas, strengthening the skin's natural barrier.

Replenishes the skin's natural moisture balance, reducing dryness and irritation while providing essential support for overall skin health and resilience.



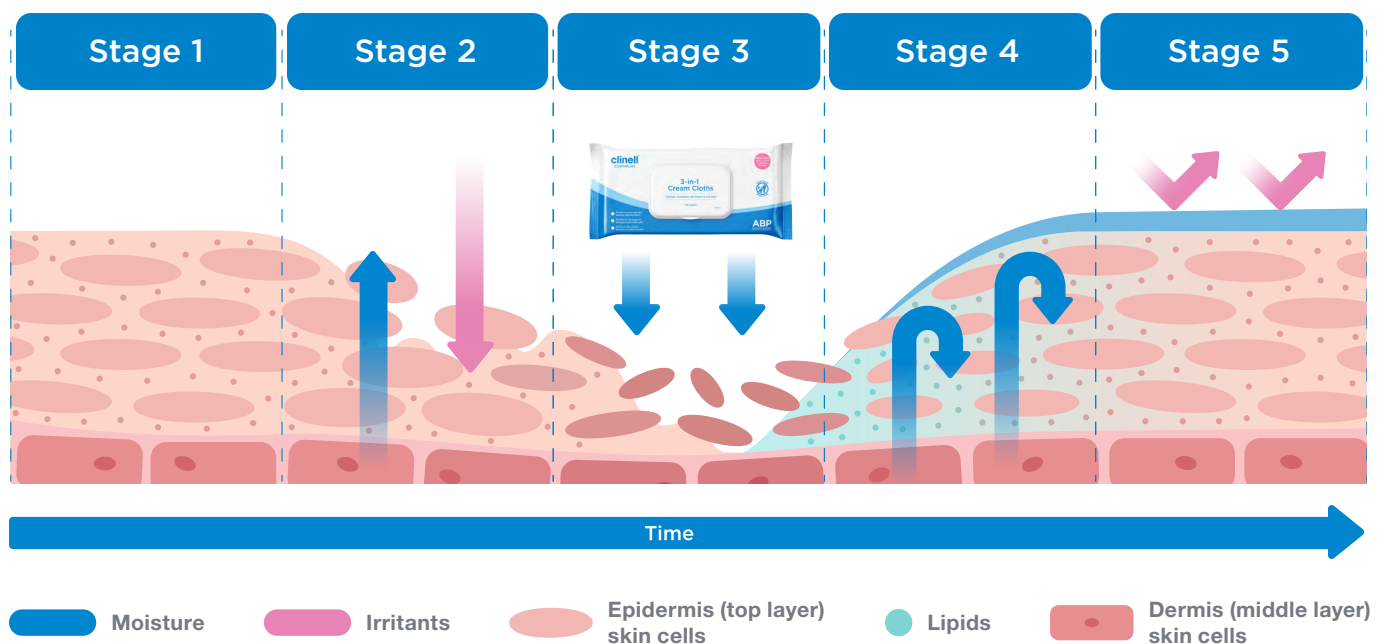
## Protect

ABP™ delivers a multi-layered defence of humectants, lipid emollients, liquid paraffin (6%) and dimethicone (4%), offering long-lasting occlusive protection from external irritants.

This protective layer supports skin recovery, prevents further damage and promotes healing.

## Discover how ABP™ Technology works to defend and help restore skin affected by MASD†

Explore the science behind Advanced Barrier Protection (ABP™) Technology and its multi-layered approach to protecting compromised skin and supporting recovery.



### Stage 1

- Healthy unprotected skin

### Stage 2:

- Hyperhydration of skin cells
- Compromised skin, exposed to moisture, external irritants and subsequent moisture loss

### Stage 3:

- Clinell Contiplan 3-in-1 Cream Cloths applied to skin

### Stage 4:

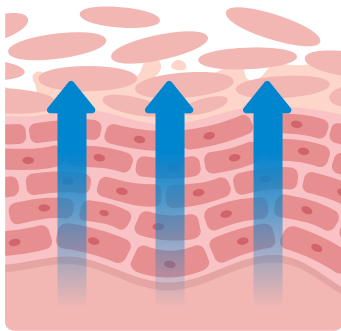
- Removal of irritants
- **Humectants:** Retain moisture
- **Emollients:** Reinforce skin barrier, replace absent lipids
- **Neutral pH:** Aids skin healing
- **Occlusive:** Protection from external irritants

### Stage 5:

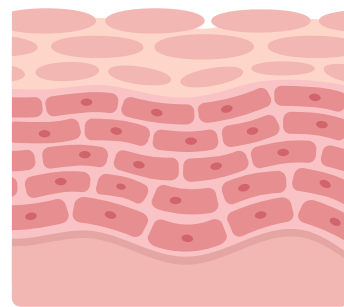
- Healthy skin protected by Clinell Contiplan 3-in-1 Cream Cloths

# Multi-layered defence

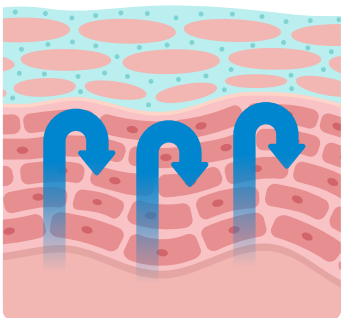
Clinell Contiplan 3-in-1 Cream Cloths' formulation targets different layers of skin, providing effective protection



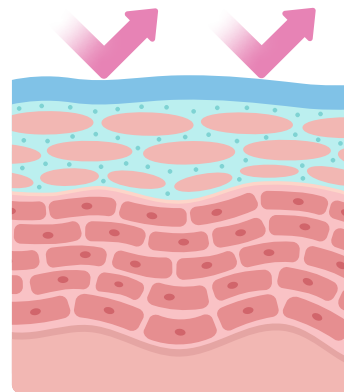
**Humectants:** Draw moisture into the skin and maintain hydration.<sup>7</sup>



**Emollients:** Soften and smooth the skin, restoring its protective layer.<sup>7</sup>



**Protective lipids:** Replace the lipid matrix and reduce internal moisture loss.<sup>7</sup>



**Occlusive barrier:** Occupies intercellular spaces fortifying the structural integrity of the skin barrier and enhancing its resilience against external irritants.<sup>7</sup>

# 5 key benefits

## Feel the difference with Clinell Contiplan 3-in-1 Cream Cloths

Supports skin care for incontinence-associated dermatitis (IAD), intertriginous dermatitis (ITD), periwound and peristomal skin<sup>†</sup>. Safe for intact, broken and damaged skin, and all ages, including children and neonates.\*

**3x**

improved skin resistance after a single application<sup>8</sup>

**65%**

reduction in average care time per episode<sup>9</sup>

**ABP™**

delivers multi-layered defence to protect skin and support fast recovery

**40%**

cost savings realised through product rationalisation<sup>9</sup>

**8 hours**

protection against irritants and bodily fluids<sup>8</sup>



# Reducing hospital-acquired IAD

## Case study: East Suffolk & North Essex NHS Trust, UK<sup>10</sup>

### Challenges:

- **High Rates of IAD:** Patients experienced significant discomfort, prolonged recovery times and increased infection risks, which often led to extended hospital stays
- **Inefficient care methods:** Traditional 3-step care routines were inefficient and time-consuming, requiring multiple products and steps that added complexity for staff
- **Inconsistent practices:** Variations in care practices led to inconsistent outcomes, reducing overall effectiveness in managing IAD
- **Resource burden:** Managing IAD placed a significant burden on staff resources and healthcare facilities, highlighting the need for a streamlined solution

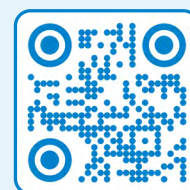
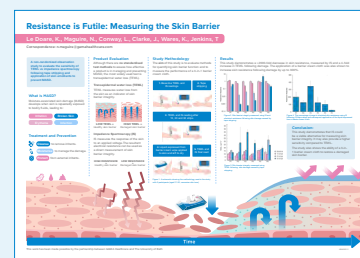
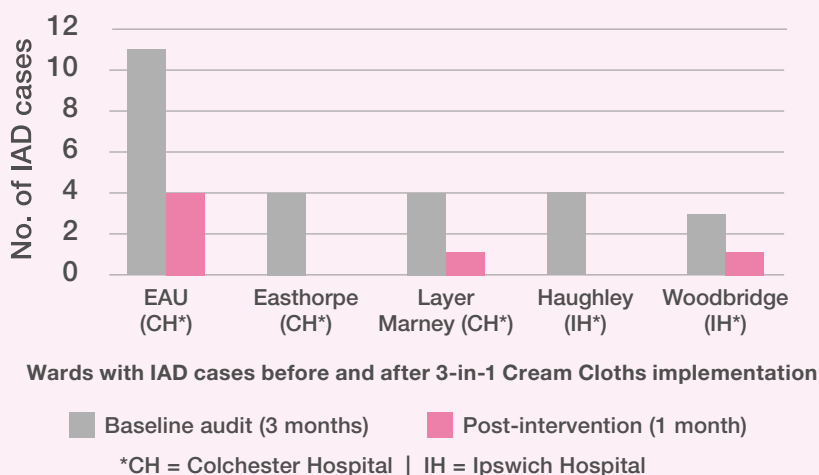
### Solutions:

- **1-Step solution:** Introduction of Contiplan 3-in-1 Cream Cloths to cleanse, moisturise and protect in one step
- **Staff training:** Easy-to-follow staff training to ensure proper use and adoption

### Results

- **31% fewer cases:** Improved patient outcomes, with monthly IAD cases dropping from 8.7 to 6
- **Streamlined process:** Procedure time reduced by 64% (from 17.76 to 6.4 minutes)
- **Reduced staff workload:** Replaced complex, multi-product regimes with a single solution

Figure 1: Number of IAD cases across five wards, before and after Contiplan 3-in-1 Cream Cloths



Scan the QR code to access the poster.

# 55% skin integrity improvement

## Case study: Sanctuary Care, UK<sup>11</sup>

### Challenges:

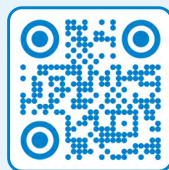
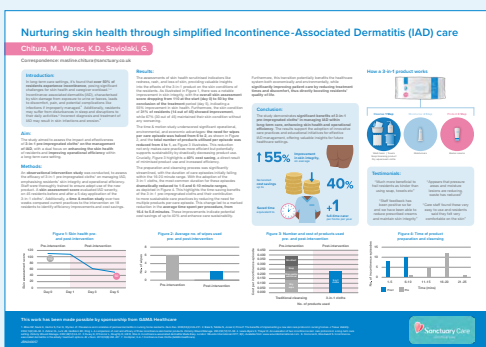
- **High incontinence rates:** Over 50% of residents experienced incontinence, significantly compromising skin health, increasing care demands and impacting residents' quality of life
- **Resource-intensive care:** Traditional care methods required multiple products and steps, which was time-consuming and inefficient, increasing staff workload
- **Quality of care:** Variability in practices led to inconsistent skin health outcomes and care

### Solutions:

- **1-step solution:** Clinell Contiplan 3-in-1 Cream Cloths are introduced to cleanse, protect and moisturise in one step
- **Staff training:** Comprehensive training provided, followed by a 5-day skin assessment to monitor impact

### Results

- **55% improvement in skin integrity:** Skin health assessment scores improved from 110 to 50 within 5 days, demonstrating faster recovery and better care outcomes
- **31% skin improvements:** A third of residents showed marked improvements in skin health, while 67% maintained their condition, ensuring consistent results across care practices
- **66% reduction in wipe usage:** Wipes per care episode reduced from 6 to 2, streamlining care while maintaining effectiveness
- **40% cost savings:** Consolidated care eliminated the need for multiple products, significantly reducing expenses and simplifying procurement
- **Streamlined process:** Care time per episode dropped from 16.4 minutes to 5.8 minutes, improving efficiency and saving valuable staff time
- **Sustainability benefits:** Total product usage reduced from 4 to 1, lowering waste and contributing to a greener healthcare approach



Scan the QR code to access the award-winning poster.

# Resolving a chronic 1260-day IAD wound

## Case study: Western Australia Hospital<sup>12</sup>

### Challenges:

- **Complex medical needs:** An 81-year-old female patient faced multiple comorbidities, including chronic skin sensitivities and orthopaedic issues, complicating her care
- **Prolonged skin injury:** Stage 2 IAD-related pressure injury persisted for 1260 days, significantly affecting her quality of life and well-being

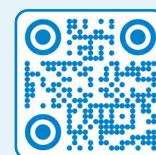
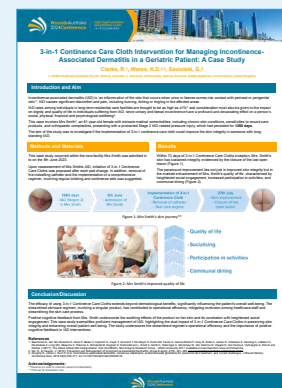
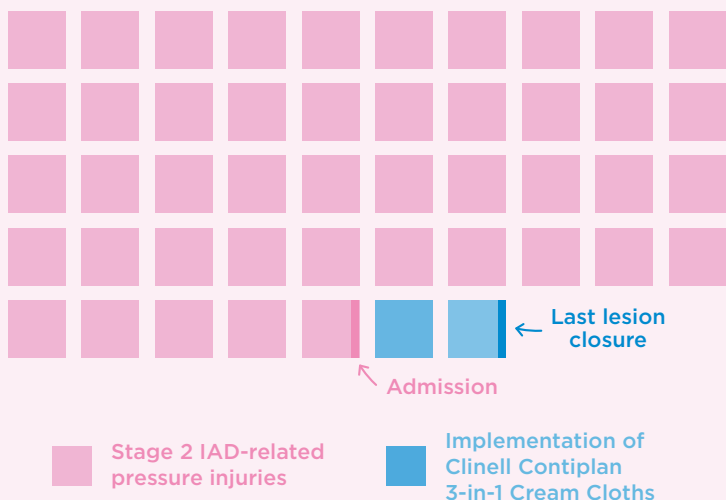
### Solutions:

- **1-step solution:** Introduction of Clinell Contiplan 3-in-1 Cream Cloths to cleanse, protect and moisturise in one step
- **Comprehensive regimen:** Included changing facility and re-assessing toilet routines, continence aids and removal of the indwelling catheter to support healing

### Results

- **Complete wound closure in 73 days:** The patient's open wound fully healed, restoring skin integrity and reducing the risk of infection
- **Independence & relief from discomfort:** Addressing IAD alleviated her persistent pain, enabling her to sit and move freely without distress
- **Resumed social participation:** Improved skin health allowed her to confidently return to dining in communal areas and engaging in group activities
- **Restored dignity:** The simplified 3-in-1 care process reduced the number of steps, minimising discomfort and providing a more dignified care experience

### Mrs. Smith's skin journey (months)



Scan the QR code to access the poster.

# Prevent and manage IAD in 1,400 patients

## Case study: Oxford Barrier Cleansing Cloths Trial, 2015-2016, UK<sup>13</sup>

### Challenges:

- **High incidence of IAD:** Four wards experienced significant rates of incontinence-associated dermatitis (IAD), leading to discomfort and additional care requirements
- **Inefficient care processes:** Traditional continence care methods were time-consuming, labour-intensive and relied on multiple products

### Solutions:

- **Two-week trial of Clinell Contiplan 3-in-1 Cream Cloths (2015-2016):** Conducted across four wards, the trial included 1,400 patients (35% incontinent) and evaluated 1,470 incontinence episodes
- **Comprehensive regimen:** Effectiveness, patient and staff feedback and financial impact were measured during the trial

### Results

- **Highly positive feedback:** Patients and staff praised the wipes for their effectiveness in managing incontinence and improving care practices
- **£38,210.81 (AUD \$72,600) saved:** Replacing multiple products with Clinell Contiplan 3-in-1 Cream Cloths resulted in significant cost savings for the Trust
- **Streamlined workflows with fewer steps:** Staff workflows were simplified, reducing time and effort in continence care
- **Effective IAD prevention:** The study concluded that Clinell Contiplan 3-in-1 Cream Cloths were more cost-effective than traditional cleansing methods and were at least as effective as barrier creams for preventing IAD



# Streamlined skin care process

## Case study: Implementing an incontinence-associated dermatitis (IAD) protocol in an acute trust<sup>14</sup>

### Challenges:

- **Preventing and managing IAD:** Skin breakdown and discomfort were common due to IAD, necessitating effective prevention and management strategies to improve patient outcomes
- **Lack of standardised care protocol:** The absence of a consistent protocol across the Trust led to practice variability, contributing to higher IAD incidences and inconsistent care

### Solutions:

- **Clinell Contiplan 3-in-1 Cream Cloths:** An all-in-one solution for cleansing, moisturising and protecting the skin, simplifying care routines and improving efficiency
- **Structured IAD protocol:** Integrated the use of Clinell Contiplan 3-in-1 Cream Cloths and the Flexi-Seal® faecal management system to manage incontinence and prevent IAD, ensuring better skin protection
- **Staff training:** Comprehensive training ensured staff applied the protocol consistently, improving care standards and IAD management across the Trust

### Results

- **Skin protection:** The introduction of the Clinell Contiplan 3-in-1 Cream Cloths significantly reduced IAD cases by providing effective cleansing, moisturising and protection in a single step, enhancing skin health and preventing further damage
- **Improved workflow:** By replacing complex, multi-product routines with a single-wipe solution, staff were able to streamline care processes, saving time and reducing the risk of errors in patient care
- **Positive feedback:** Both staff and patients provided overwhelmingly positive feedback, praising the ease of use, comfort and effectiveness of the wipes in improving the patient experience and simplifying daily care routines



# Hospital testimonials

## Contiplan is quick and effective<sup>16</sup>

Contiplan cleansing cloths provided a **quick and effective** way of ensuring patients' skin was adequately cared for during personal care. As a result of using these, we noted **reduction in IAD** which saw **better patient outcomes** and we feel long-term they will be **cost-effective** as they help **reduce patients' length of stay** and prevent deterioration of the skin further.

**Harm Free Care Lead,**  
Tissue Viability, East Suffolk and North Essex NHS Foundation Trust

## Contiplan is soothing, effective and a must-have for wards and facilities<sup>15</sup>

I think they feel great and protect as you say they do. Would be happy to continue using them.

- **Very soothing**
- Very nice product. Soft and soothing
- Folded in half and placed into excoriated groin and under excoriated abdomen fold
- Patient found it very soothing and it appeared less aggravated when checked
- This product smells amazing. Totally loved it
- A great **time-saver**
- Excellent product. A must-have on the ward or for any facility
- Feels great says patient – soothing. Has shown improvement over last 3 days
- I like this product. Patient says it feels nice
- Used on excoriated breasts. Worked well
- Easy to use – skin looks better

**Registered Nurses,**  
Acute Hospital, Tasmania, Australia

## Streamlined IAD prevention and management with Contiplan<sup>15</sup>

We implemented Contiplan across our campus for first line IAD prevention and management. It is an **effective, easy-to-use system** that reduced both the occurrence of IAD and recovery time. The product was quickly adopted by the nurses due its **ease-of-use** and **standardised application**. Educational support from GAMA Healthcare was extensive and also appreciated.

**Quality Compliance Manager,**  
Acute Hospital, Western Australia, Australia

# Aged care testimonials

## Traditional 3-step regimen facility trialled Contiplan, staff resistance eased with proven results<sup>17</sup>

We have traditionally used a 3-step skin care regimen for our residents that were at risk of or had developed IAD. We trialled Contiplan 3-in-1 Cream Cloths as a **one-step solution** to see if this was effective and saved time. At first the staff were a little resistant to using the wipes as a single-step solution rather than applying additional barrier cream but once they saw that the **wipes were effective** and understood the product and the decrease in IAD they really liked them.

The residents who used them really enjoyed how **soft** and **nice they felt**. Overall, I was **happy with the results** and supported the implementation of Contiplan Wipes into our RACF.

**Registered Nurse,**  
Residential Aged Care, Victoria, Australia

## Contiplan significantly improved IAD, staff noted immediate effects<sup>11</sup>

Staff feedback has been positive so far and we have been able to reduce prescribed creams and maintain skin integrity

**Head of Clinical Development,**  
Sanctuary Care, UK

## Contiplan is the key to preventing IAD recurrence<sup>17</sup>

Trial was quite interesting. Noticed that **IAD reoccurs when the use of Contiplan is stopped**, so I am going to use rest of the stock for the same clients. I have alerted management about **how effective these wipes are**.

**Nurse Unit Manager,**  
Residential Aged Care, Victoria, Australia

## Immediate improvements in long-term IAD with Contiplan<sup>17</sup>

Several of our residents were identified as experiencing IAD. We used a range of cleansing products and **fungal creams** to counteract but no products really changed the resident outcome for the long term. Out of desperation and the soon-to-be introduced **Quality Indicator** I thought I may as well give Contiplan cleansing cloths a go.

I introduced a trial on several residents who all had **long-standing IAD**. Within **7 days**, two of these residents showed improvement and **within 2-3 weeks their IAD had resolved**. These 2 residents had shown severe IAD for around 10-12 months. **We continue to use Contiplan** cleansing cloths on all our **residents who show signs of IAD** and continue with those residents with whom the IAD has resolved. Use of these wipes **saves carer time** and **decreases carer burden**.

The family member of the resident with long-term severe IAD is so impressed. She is delighted that a product has finally worked and that her **Mum appears comfortable**, not in pain and her skin is soft and **no longer inflamed**.

**Clinical Coordinator,**  
Residential Aged Care, Queensland, Australia

# Support and training

## Make the switch to Clinell Contiplan 3-in-1 Cream Cloths

Streamlined care, improved efficiency and enhanced patient outcomes.

Switching to Clinell Contiplan 3-in-1 Cream Cloths is a simple, effective way to enhance your care routine, save time and improve patient comfort. At GAMA Healthcare, we provide full support to ensure a smooth transition and better outcomes.



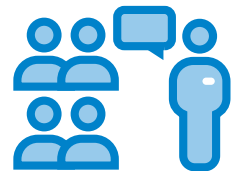
### Tailored education

Access to training materials, videos, onsite training by our Clinical Nurse Educators and customised programmes.



### Evaluation programme

Structured evaluations with checklists and documentation to monitor effectiveness and gather feedback.



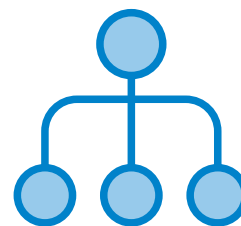
### Feedback & reporting

Daily/weekly scoring charts and comprehensive reports to assess outcomes.



### Implementation reporting

Checklists, handover training and real-time feedback tools for ongoing support and adaptation.



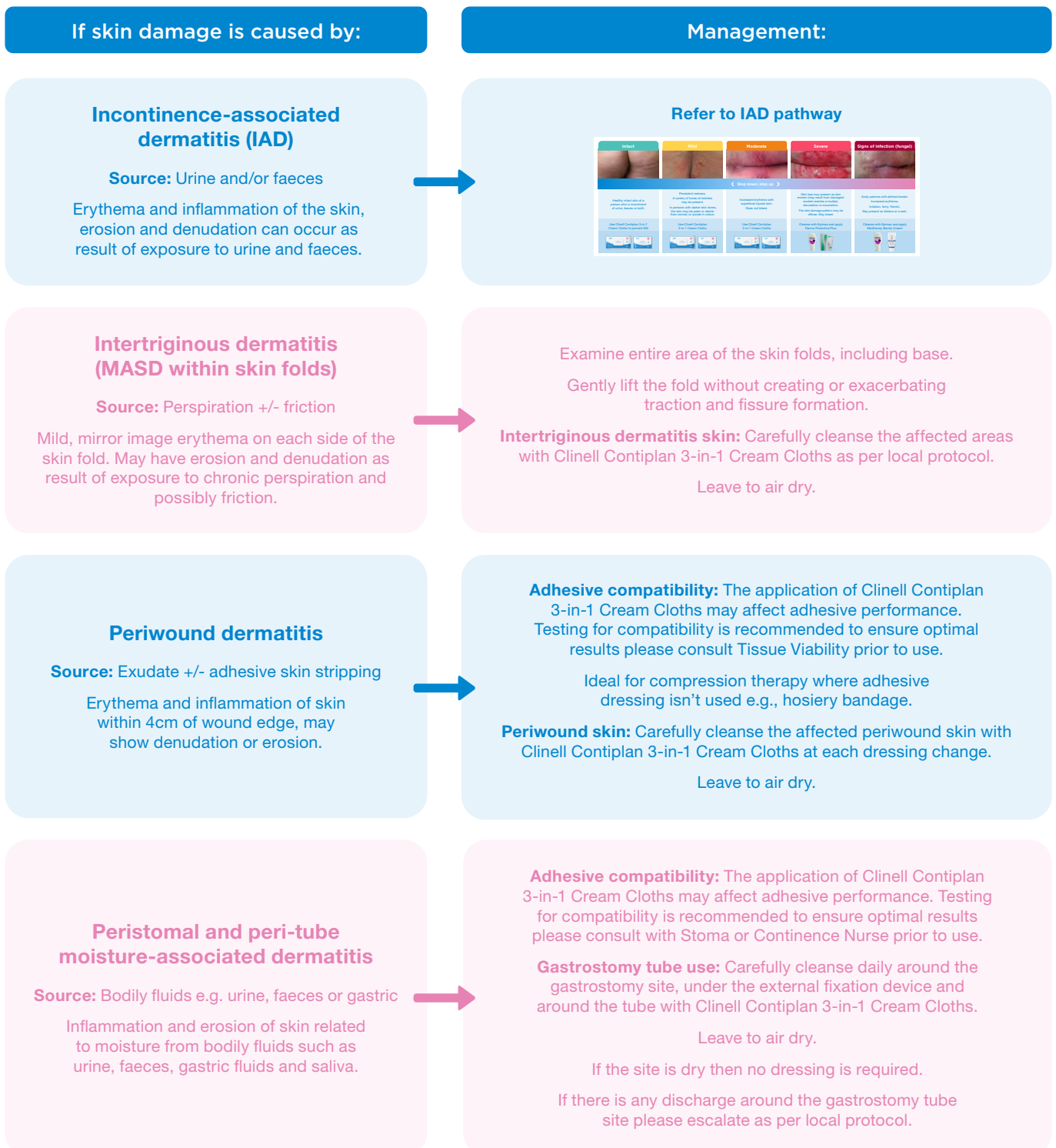
### Tailored pathway creation

GAMA Healthcare can support the creation of patient pathways in collaboration with your facility.



# Example of a MASD patient pathway

Conduct a comprehensive assessment considering various factors such as mobility, nutritional status, personal hygiene and skin sensitivities. Identify moisture-related contributors, including incontinence, excessive perspiration and skin folds. Patients with moisture lesions are at increased risk of developing pressure injuries, therefore follow appropriate prevention protocols and guidelines.





clinell  
CONTIBLAN

### 3-in-1 Cream Cloths

Cleaner, moisturiser and barrier in one step

25 Cloths

NEW LOOK  
same product  
same formula





ABP  
ADVANCED BARRIER PROTECTANT


- Cleanses and soothes skin
- Cleanses, hydrates and soothes skin
- Contains natural plant extracts to help soothe skin

# Ordering information


## Product details

	Product	Unit of issue	Product code	NHSSC code (UK only)
	3-in-1 Cream Cloths 8	Pack of 8 cloths	CON8	VJT520
	3-in-1 Cream Cloths 25	Pack of 25 cloths	CON25	VJT188

## Instructions for use



Wash or decontaminate hands. Remove the cloth from its packaging and unfold it



Use the cloth to gently wipe the affected area in one direction. Change wipe if it becomes dry or soiled & discard



Allow the skin to air dry. Keep lid of pack closed when not in use. Store in a cool dry place



Dispose of as per local protocol. Wash or decontaminate hands

## References

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Always read the label and product information before use.

\*Clinell Contiplan 3-in-1 Cream Cloths are suitable for periwound and peristomal skin, however, it is not recommended for use on areas of skin that will be in direct contact with dressing adhesive, as it may reduce adhesion to the skin depending on the dressing.

\*As with applications of any liquid to the baby's skin, tissue viability should be considered for extremely or very low birth weight babies.