

An Emerging Wound Care Brand Helping to Stimulate Podiatric Medicine

By Michelle Bliszack

Safe n Simple® was founded in 2007 as a medical innovator to fulfill a need in the ostomy market for quality, cost-effective accessory items to maintain and help promote healthy skin for the ostomy patient population. Due to the success of our patented Peri-stoma Cleanser and Adhesive Remove Wipes and other skin barrier products our distributors approached us about creating a cost-effective wound care product line, so



dispensing dressings directly to a patient increases their compliance to following the wound care directives given at the office visit. The Simpurity™ Wound Care kits contain everything the patient needs to do a dressing change, from the wound cleanser, clean

up gauze, primary dressing and secondary cover dressing, all in a 15- or 30-day supply.

The most popular kit is our Simpurity™ Collagen 15-day Particles kits. The Simpurity™ Collagen is a Type I, lyophilized native undigested bovine collagen which provides a natural triple helix scaffold in the wound bed to allow the fibroblasts to migrate across the wound to facilitate granulation, angiogenesis and tissue repair. The Collagen dressing will absorb exudate and maintain a moist wound environment for healing. The particles are easy to sprinkle onto the wound bed surface or into a deep wound. Simpurity™ Collagen is an effective dressing solution for wounds that have stalled in the healing process and need to be stimulated. As we introduce the Simpurity™ Collagen to more physicians, Safe n Simple is

It is proven that dispensing dressings directly to a patient increases their compliance to following the wound care directives given at the office visit.

we took on the challenge and in 2014 created the Simpurity™ brand of wound care dressings.

Today the **Simpurity**™ wound care product line is ever-expanding, and we are continuing to fill the needs of our distributors and patients with high-quality, cost-effective wound care dressings. The Simpurity™ brand of wound care products offer a wide variety of dressing types to help heal acute and chronic wounds. Check out our website at www.sns-medical.com to see our complete offering of alginates and hydrofibers, silver-based alginates and hydrofibers, collagens, various foam dressings including silicone and silver based foams, dressings for dry wounds like hydrogels, xeroform gauzes and transparent silicone film dressings, tapes and wound cleansers.

Safe n Simple® representatives in the field have met with physicians, distributors, clinicians and medical professionals, even patients, to find out how we can improve the patient experience. One solution was to create a variety of Complete Wound Care Kits for physicians to dispense directly from their offices, if they have a DME license. These kits make it easier on the patient and the physician controls the type of dressings the patient is using to heal their wounds. It is proven that

Simpurity™ Collagen is an effective dressing solution for wounds that have stalled in the healing process and need to be stimulated.

finding more applications for this product and have documented fantastic healing rates. If you would like to see some case study information, just contact us as we are happy to share it.

Safe n Simple® is a proud supporter of podiatric medicine with a nationwide sales team and staffed call center to meet the needs of our medical professionals and patients. See us at various industry conferences throughout the year, meet your Regional Account Managers and pick up samples to trial. You don't have to wait—*call our toll free number 844-767-6334, email marketing@sns-medical.com, or click here and request samples or a copy of our wound care case studies now.*

