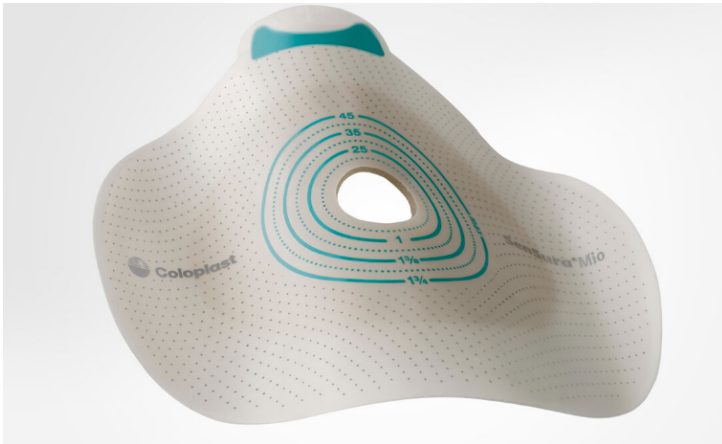


Coloplast launches novel technology for stoma care in Singapore

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SenSura® Mio features BodyFit technology, an elastic adhesive technology fit for all peristomal body profiles



Coloplast launches its latest product innovation, the SenSura®Mio in Singapore this year. Singapore is the first country in Southeast Asia that launches SenSura® Mio and aims to improve the quality of life of ostomates, or people who have gone through ostomy and are now living with stoma.

An ostomy or stoma surgery is an operation that creates an artificial opening in the abdomen to allow waste and urine to leave the body. As a result of that operation, a stoma or an artificial opening is created, allowing feces or urine, either from the intestine or the urinary tract to pass. There are three types of stomas related to the digestive and urinary system and these are colostomy, ileostomy and urostomy.

People who have undergone ostomy are oftentimes survivors of severe diseases such as bladder cancer or Crohn's disease, while others needed ostomy after facing serious injuries.

The SenSura® Mio range offers the right fit for all body profiles of people with stoma: regular, inward or outward. Using the BodyFit® technology, an elastic adhesive technology, SenSura®Mio offers the right fit with ostomy appliances to avoid leakage and skin issues. It features a secure body contact for protection and a flexible fit during movement while providing a discreet pouching solution.