

## The 19<sup>th</sup> 'Look Good, Feel Good' Award 2016

The ACA Conference at the Edinburgh International Conference Centre, saw the presentation of the 19<sup>th</sup> Annual ACA/PromoCon 'Look Good, Feel Good' (LGFG) Award to Hollister Urology for their Va Pro Plus Pocket catheter.



### 2016 Winner:



The aim of this joint ACA/PromoCon Award is to spotlight products, which are pleasing in appearance and satisfactory in performance, and to encourage manufacturers to give attention to the appeal factor at the design stage of new products.

There were 9 judges which included a variety of clinicians which included representatives from ACA, PromoCon and ERIC.

Only products that are exhibited at the ACA Conference, have been launched since the last ACA Conference or which have not been exhibited at an ACA Conference previously are eligible for the award.

*Judges comments on the winning product were:*

*Good size and shape for transporting*

*Very discrete – looks like a drinks pouch which is acceptable for younger patients*

*Discrete and does what it says and fits in the pocket*



The VaPro Plus Pocket touch free hydrophilic intermittent catheter is a no touch catheter with an integrated collection bag in a pocket-size package. This full-length catheter provides the right balance of ease of use and protection without compromising catheter length.

## Features

- Easy-to-carry package fits easily into a pocket or backpack
- Protective tip helps shield the sterile catheter from bacteria located within the initial 15 mm of the distal urethra
- Protective sleeve allows the catheter to be gripped anywhere along the length of the catheter
- Ready-to-use hydrophilic catheter with pure catheter hydration technology. Designed to be evenly lubricated for easy insertion
- Large finger hole with tear strip helps facilitate easy opening
- Smooth eyelets help ease of insertion and withdrawal
- Ring cap helps keep protective tip clean and protected until use
- Available in both 16" (40 cm) and 8" (20 cm) lengths
- Not made with natural rubber latex, phthalates-free PVC **material**

For more information on this product please contact:

Hollister  
Rectory Court  
42 Broad Street  
WOKINGHAM  
RG40 1AB

Tel: 01733 392000.OR 0800 521377  
[www.hollister.co.uk](http://www.hollister.co.uk)

**2<sup>nd</sup> place** was awarded to Bullen Healthcare for their Aquaflush stopper



The Aquaflush Stoma Stopper is available in 4 gauges (8fr-14fr). It has an adjustable length, each being easily trimmed at the indentation to give a length from 10mm to 100mm thus suiting the individual patient, ensuring the best comfort and fit every time.

This product is designed to seal and maintain stoma sites. A soft, comfortable implant-grade silicone blue stopper, each are accompanied with a super thin low-profile tab and dressing, which is designed to stay on throughout the most active days making this product almost invisible underneath fitted clothing.

For more information on this product please contact:

Bullen Healthcare  
Glacier Buildings  
Brunswick Business Park  
Harrington Road  
LIVERPOOL  
L3 4BH

Tel: 0151 207 798  
[www.bullenhealthcare.co.uk](http://www.bullenhealthcare.co.uk)

**3<sup>rd</sup> place** was awarded Hunter Urology for their Emteva product



Emteva is a female only catheter and has a unique opening and closing mechanism which means you can insert the catheter into the bladder and decide when you are ready to drain. It has an innovative grip handle which means that the patient does not need to touch the catheter. Emteva also has a unique hand gripper which helps patients with poor hand dexterity to self catheterise more easily. With discreet, reliable packaging, Emteva is only 13 cm long and will fit into a small bag for easy

transportation. The product is 100% biodegradable (environmentally friendly) and is **made from cornstarch**.

For further information please contact:

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The Threshing Barn  
Woodhayes  
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EX14 4TP

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