



Comfort, Health and Style!

INTRODUCING...



# SoftFit™ Technology

AN INNOVATION IN CVD MANAGEMENT,  
A REVOLUTION IN COMFORT

THERAPIES. HAND IN HAND.



# CONTINUOUS COMPRESSION THERAPY

is essential in the management of Chronic Venous Disorders (CVD). Research shows that consistent wear of graduated compression stockings significantly improves venous return and alleviates symptoms.



To help with patient compliance, compression stockings have been improved upon since originally pioneered by Conrad Jobst, and are now available in various styles, sizes and fabrications. Yet, CVD and conditions like venous ulcers persist.

**Up to 80 % of patients are not compliant.**<sup>6, 7</sup>

“ To ensure patient compliance, compression stockings should both alleviate the symptoms and offer high wearing comfort. Innovative knitting technologies and materials help to improve the wearing comfort and can increase the prevalence and adherence of this phlebological measure. ”

Prof. Dr med. Eberhard Rabe, Bonn

To stay in place, compression stockings traditionally used a slightly higher pressure at the top band. As all legs are not shaped the same, this increase in pressure can affect the level of patient comfort during wear. An uncomfortable or constrictive fit can lead to discontinued use of the stocking, non-compliance, and the continuation of venous issues.

# A GRIPPING NEW IDEA

Research<sup>8</sup> shows that the better a wearer's experience, the greater the compliance. The greater the compliance, the more effective the therapy, resulting in repeat wear and repeat purchase.



It's a simple equation:

Effective CVD management + Increased comfort

Improved patient outcomes

## It's time for a change.

As the market leader in therapy solutions for CVD, JOBST<sup>®</sup> is continuously working to provide scientifically proven solutions for addressing non-compliance.

1 Quantifying the Degree Graduated Elastic Compression Stockings Enhance Venous Emptying: C.R. Lattimer, E. Kalodiki, M. Kafeza, M. Azzam, G. Geroulakos; 2013

2 Therapy with compression stockings in Germany – results from the Bonn Vein Study, 2012

3 Venous narrowing by compression of the lower extremities: A prerequisite for improving venous hemodynamics: H. Partsch, Vasa 2014

4 Graduated Compression Elastic Stockings Reduce Lipodermatosclerosis and Ulcer Recurrence: Vandongen YK, Stacey MC; 2000

5 Patient Compliance and Efficacy: Raju S, Holli K, Neglen P, Ann Vasc Surg 2007

6 Venous leg ulcers: patient concordance with compression therapy and its impact on healing and prevention of recurrence: Moffatt C, Kommala D, Dourdin N, Choe Y., 2009

7 Fifteen-year results of ambulatory compression therapy for chronic venous ulcers: Mayberry JC, Moneta GL, Taylor LM, Jr., Porter JM. 1991v

8 JOBST<sup>®</sup> Compression Legwear Consumer Strategic Research Report, Anerca, 2015

EFFECTIVE

NON-SLIPPING

COMFORTABLE

Top band (D)  
**60%\***

Upper calf (C)  
**64%\***

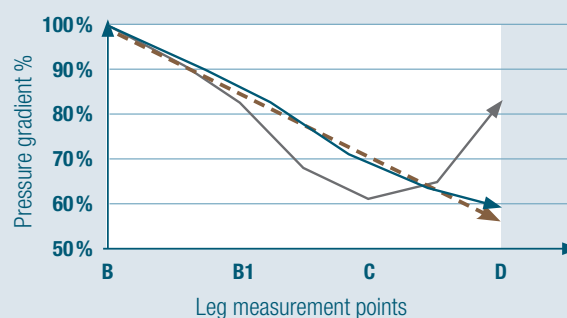
Lower calf (B1)  
**84%\***

Ankle (B)  
**100%\***

### GRADIENT COMPRESSION TEST

**SoftFit™ technology** provides lessened popliteal compression to mimic natural venous blood pressure.

- Gradient compression with **SoftFit™ technology**
- Competitors
- Natural venous blood pressure



\* Average pressure profile of stockings with SoftFit™ technology measured by Hohenstein Textile Testing Institute

# Introducing SoftFit™ Technology

AN INNOVATION THAT'S HERE TO "STAY"

## EFFECTIVE GRADIENT COMPRESSION

Gradient pressure works by providing the most compression at the ankle, where it's needed, and is lessened as it moves up the leg, to provide proper blood flow. With **SoftFit™ technology**, less pressure is needed at the knee to support the natural venous return from the ankle, back to the heart.

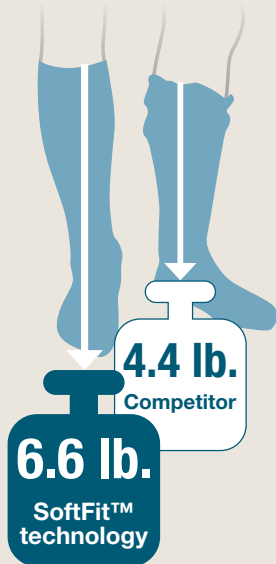


## INCREASED COMFORT

**Softly-adhering silicone yarns** in the inside of the top band help keep stockings in place, comfortably, so your patients and customers can focus on enjoying the freedom that comes with improved health.

PATENT PENDING

## STAYS IN PLACE WITHOUT CONSTRICTING



The silicone yarn adheres so well that it takes a force equalling a **6.6 lb. load** before **SoftFit™ technology** products will start slipping down. For comparison, competitor products start slipping with a 4.4 lb. load.<sup>9</sup>

<sup>9</sup> In vitro test with **SoftFit™ technology** compression stockings and conventional compression stockings



# Here's What SoftFit™ Technology Knee High Wearers Have to Say:

“ Stockings with SoftFit™ technology are much better than the stockings I used before. ”

29-year-old patient

“ Stockings with SoftFit™ technology do not slip, very good. ”

52-year-old patient

## Demonstrated Increased Compliance

**97%** of respondents wore their compression **more than 6 hours a day**, **41% MORE** than the other tested knee high.

## SoftFit™ Staying Power

The SoftFit™ knee high showed a **171%** increase in the “very good” rating versus the other knee high for the attribute of not “sliding down.”

“ Overall, I like the band very much! ”

36-year-old patient

“ I highly recommend SoftFit™ technology, it is just great. ”

36-year-old patient

## SoftFit™ Soothes

**75%** of respondents experienced **NO** constriction from the top brand, a **26%** improvement over the previously tested knee high.


## SoftFit™ Favorably Impacts Overall Patient Well-being

**86%** stated improvement in their symptoms, and **80%** experienced an improvement in their **quality of life**.



# INNOVATIVE COMPRESSION SOLUTIONS FROM THE WORLD'S THERAPY LEADER

BSN medical is constantly developing solutions to ensure we provide a complete range of highly effective products for all stages of Chronic Venous Disease (CVD) and venous insufficiency. Below is a range of our CVD management products. For more information: [www.bsnmedical.com](http://www.bsnmedical.com)

	<b>C0</b> No visible or palpable signs of venous disease	<b>C1</b> Telangiectasis or reticular veins	<b>C2</b> Varicose veins	<b>C3</b> Edema	<b>C4</b> a. Pigmentation and/or eczema b. Lipodermatosclerosis and/or atrophie blanche	<b>C5</b> Healed venous leg ulcer	<b>C6</b> Active venous ulcer	
 compression stockings & bandages	JOBST® Supportwear							
	JOBST® TravelSocks							
	JOBST® Sport							
	JOBST® ActiveWear							
	<b>NEW! JOBST® UltraSheer with SoftFit™ technology</b>							
	JOBST® Opaque							
	JOBST® SoSoft							
	JOBST® Relief							
	JOBST® forMen Ambition							
	JOBST® forMen							
	JOBST® forMen Casual							
		Comprilan®						
		JOBST® Comprifore lite			JOBST® Comprifore			
		JOBST® Compri2 lite			JOBST® Compri2			
					JOBST® Vairox			
					JOBST® UlcerCare			
<b>Cutimed®</b> wound care*							Cutimed® Gel	
							Cutimed® Sorbact	
							Cutimed® Siltec	
<b>Cutimed®</b> skin care							Cutimed® Protect	
	Cutimed® Acute							