

Press Release – March 2011

Parafricta[®] now available on the NHS Drug Tariff

In February, the NHS Prescription Services commenced the listing of Parafricta[®] Bootees and Undergarments in Part IXA of the Drug Tariff. This means that community based nurses and doctors can prescribe these products to protect their patients against the adverse effects of friction and shear on fragile skin.

This follows the publication in the Journal of Wound Care, last December, of a paper involving 369 patients in the hospital environment where Parafricta[®] Bootees and Undergarments were shown to significantly reduce the incidence of pressure ulcers and save the hospital £60,000 per100 patients at risk of skin breakdown and pressure ulceration.

George Sampson, CEO of APA Parafricta, commented “In the development of an innovative technology – such as Parafricta[®] - it is vitally important that the availability of Parafricta[®] via the Drug Tariff gives the NHS and its clinical staff another valuable weapon in the armamentarium to protect against pressure ulcers”

Use of Parafricta[®] products can be a significant step in delivering NHS initiatives; ‘No Needless Skin Breakdown’ and ‘Zero Tolerance’ of pressure ulcers programmes. Parafricta[®] protects patients in a way that improves the quality of life for sufferers in hospital and the community and reduces costs.

Parafricta[®], a UK-based company, has developed scientifically and clinically tried and tested products including its proprietary Pf Fragile Skin Protection System™. The high-tech, space age Parafricta[®] material can protect the skin and underlying tissue from breakdown to pressure ulcers – commonly known as bedsores. It is being used in undergarments, protective bootees, pillow cases, sheets, and a range of other products that protect the skin at the points of highest risk of skin breakdown.

Health authorities in the UK and USA try to stop bedsores occurring in the first place but in the USA alone there are over 2 million sufferers. As well as the pain and loss of quality of life they cost the USA healthcare system \$11bn and the NHS £2.1Bn. And they are an increasing problem due to demographic trends in age, obesity and chronic illnesses.

Maureen Coleman, Chairman of APA Parafricta Ltd, said “The most satisfying aspect of our development of Parafricta[®] products has been the knowledge that they are a cost-effective solution that brings comfort and benefit to vulnerable patients. This past year we have been very excited by these achievements that, make the products available to medical staff to prescribe in the NHS and to offer our products to US customers in partnership with INVISTA, who have the skills and experience required to fulfil the needs of the US market for Parafricta[®] products.”

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Information for Editors

APA Parafricta's patent-protected Pf Fragile Skin Protection System™ is based on its Parafricta® Fabric, which is unique in that its friction coefficient is very low, with static and moving friction coefficients equal (so-called absence of "stiction" – this means absence of a jerk or "snatch" when one surface begins to move against another, which is the origin of damage to skin). In addition it is strong and durable, and when it becomes soiled it can be washed at high temperatures, essential in the healthcare setting, without altering its characteristics in any way. This combination is unusual for a fabric and is the basis of a series of products developed that will bring significant benefits to people with compromised skin – such as pressure ulcers and Epidermolysis Bullosa. In these conditions, the reduction of friction and shear achieved by Parafricta® achieves a significant reduction in damage at the skin surface and in underlying tissue. This benefit is key to achieving a reduction in pressure ulcer incidence as identified by NHS initiatives such as those from the Patient Safety Federation 'No Needless Skin Breakdown' [in tandem with the NHS National Patient Safety Agency and NHS Institute for Innovation and Improvement], 'Zero Tolerance' initiative (Swansea) and NHS South Central 'Patient Safety Strategy 2009-2011', this points to the need and benefit of reducing pressure ulcer incidence and costs.

INVISTA have formed a specialist team comprising both US and UK staff, including a US marketing expert with medical experience, to promote and market Parafricta® in the USA. INVISTA Technologies is a wholly owned subsidiary of Koch Industries, one of the largest private companies in the world, and has a proven record of creating, developing and expanding globally-known and trusted brands including LYCRA® fiber, COOLMAX® and CORDURA® fabrics and STAINMASTER® carpet.