Conclusion
Adapt Lubricating Deodorant is a unique product that addresses the dual needs of people with ostomies for odor control and ease of emptying the pouch. The safe nature of the product provides additional security to both the user and the ostomy pouch. Adapt Lubricating Deodorant is fragrance and dye free and is supplied in single and multiple application containers that facilitate the ease of use.

Adapt Lubricating Deodorant successfully addresses multiple problems of people with ostomies and provides superior performance to previously available materials in a single convenient product. Product provides a unique combination of benefits that were perceived to:
- make pouch emptying easier
- reduce pancaking
- reduce odor better than current products
- be easy to apply into the pouch
- won’t degrade pouch seals

Abstract
Two major challenges that people with ostomies face while using ostomy pouching systems involve odor associated with discharge and the difficulty in emptying fecal matter from the pouch. Adapt Lubricating Deodorant, a lubricating deodorant developed by Hollister Incorporated and described in this paper, solves both problems by acting simultaneously as an odor neutralizer and a pouch lubricant.

Background
People with ostomies are advised to empty or change their pouches when they are one-third full. With one-piece and two-piece drainable pouches, emptying can be achieved by releasing the closure at the bottom of the pouch. The bottom closure may be an integrated closure or plastic clamp. To minimize accidents, people with ostomies are advised to drain the pouch while sitting on the toilet, and placing the pouch between their legs.

References
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8. Adapt Lubricating Deodorant provides excellent lubricity to the walls of the pouch; this is also demonstrated by measuring the dynamic Coefficient of Friction (COF) between film surfaces of the pouch. Blank refers to no additive between the film surfaces.

Note: Mineral oil sometimes is used by people with ostomies as a lubricant, which raises the COF in film I. It is an indication of the mineral oil attacking and degrading the pouch.

Figure 3 Dynamic Coefficient of Friction

Figure 4 Ostomy Pouch Heat Seal Strength

Adapt Lubricating Deodorant does not attack and weaken the heat seals of the pouch, unlike mineral oil. The heat seal strength of the pouch treated with Adapt Lubricating Deodorant is comparable to the untreated control blank.

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Figure 5 Ostomy Pouch Heat Seal Strength

Adapt Lubricating Deodorant is a unique product that addresses the dual needs of people with ostomies for odor control and ease of emptying the pouch. The safe nature of the product provides additional security to both the user and the ostomy pouch. Adapt Lubricating Deodorant is fragrance and dye free and is supplied in single and multiple application containers that facilitate the ease of use.
Adapt Lubricating Deodorant is commercialized in packets (single-use packets, in a box of 50 units) and in 8 Fl. Oz. (236 ml) bottles for multiple use. Users can avoid using approximately 0.5 mL (1 tsp) from the bottle or the contents of the entire packet and follow the instructions for use contained in the Adapt Lubricating Deodorant packaging.

After adding Adapt Lubricating Deodorant to the pouch, the user is advised to gently massage the pouch between the palms of their hands to effectively coat the inner wall of the pouch. The user is advised to add Adapt Lubricating Deodorant to the fresh pouch prior to applying and replenish with fresh lubricating deodorant after each pouch emptying.

**Adapt Lubricating Deodorant adds excellent lubrication to the inner walls of the ostomy pouching system as demonstrated using simulated feces (Figure 1).** Simulated feces is loaded into the pouch through the barrier hole, the sample is mapped to reach the bottom of the pouch as measured by Drain Time, of the pouch is measured as Drop Time. The bottom barrier hole; the time elapsed to reach the bottom of the pouch is measured as Drain Time.

**Methods**
- **Survey** of people with colostomies at national or international meetings or via retailer distribution: -36 in Japan -18 other nationalities
- **Single-use sample provided with instructions**
- **Assessment following pouch draining or pouch change**

**Observations**
- We report here the results of the first 54 surveys, representing a part of an ongoing multinational survey of user appreciation of product performance. The data is being collected by several different methods such as an internet distribution of the survey at meetings attended by people with colostomies and distribution by retailers. Of these 54 surveys, 36 were obtained from people with ostomies in Japan and 18 from people with ostomies who reside in other countries around the world. The lubricating deodorant was provided in a single use packet, and the subjects were provided with standard instructions for use. The participants were asked if they used the product as part of their normal care routine for at least one month.

The participants were asked to rate the various attributes on a scale from 1 to 5 with 1 being very easy and 5 being very difficult. Overall 64.3% reported the test product positively in Japan, 66.7% rated the test product positively compared to their current product (Figure 5).

**Participants**
- **Average age** - 59 years
- **Average height** - 163 cm (64 inches)
- **Average weight** - 61 kg (134 lb)
- **Average number of years since stoma surgery** - 8 years

**Assessment of the Performance of a pouch additive with both Deodorizing and Lubrication Benefits**

- **Approximately three fourths of the respondents rated the product positively for ease of pouch emptying** (Figure 3), and nearly 84% reported pouch emptying to be easier than usual (Figure 4).

- For reducing perianal pain, the product was rated positively by 69.8% of the participants, with nearly two thirds of the respondents rating the product positively (Figure 5).

- For odor removal the overall positive response was 71.7%, with 60% of participants from Japan rating the product positively (Figure 6).

- When asked to compare the odor performance of the new product to the deodorant that they currently use, 64.3% rated the test product positively. In Japan, 66.7% rated the test product positively compared to their current product (Figure 4).

- Approximately 71.7% of the respondents rated the product positively for ease of pouch emptying (Figure 3), and nearly 84% reported pouch emptying to be easier than usual (Figure 4).

- For odour overall the positive response was 71.7%, with 60% of participants from Japan rating the product positively (Figure 5).

- When asked to compare the odor performance of the new product to the deodorant that they currently use, 64.3% rated the test product positively. In Japan, 66.7% rated the test product positively compared to their current product (Figure 4).

- The participants were asked to rate the ease of use on a scale of 1 to 5 with 1 being very easy and 5 being very difficult. Overall 64.3% reported the use to be positive, with the Japanese respondents reporting slightly lower scores (53.0%) (Figure 8).

- Participants were asked to rate the various attributes on a scale from 1 to 5 with 1 being very positive and 5 being very negative. The proportion of positive scores (ratings of 1 or 2) are reported here.
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Conclusion

In conclusion, Adapt Lubricating Deodorant successfully addresses multiple problems of people with ostomies and provides superior performance to previously available materials in a single convenient product. Product provides a unique combination of benefits that were perceived to:
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Figure 3 Dynamic Coefficient of Friction

Figure 4 Ostomy Pouch Heat Seal Strength

Graphic 1: pouch additive study data

Graphic 2: pouch additive study data

Dynamic COF

Blank

Mineral Oil ALD

Film I

Film II

Adapt Lubricating Deodorant

Mineral Oil ALD

Blank

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