



*Responsible Cleansing
Made Easier and
More Rewarding*



GOJO Introduces
**PROVON[®], the Best Basic Skin
Program for Long-Term Care**



Resident Skin Care Maintenance is as Challenging as it is Critical.

New Regulations

Revised CMS Guidelines call for a more homelike environment in long term care. That's a goal you fully endorse. But it's not easy. Products used in facilities tend to have an institutional look and feel and aren't always designed for elderly skin.

Reluctance to Use

When residents are reluctant to use the bathing, hair washing and cleansing products provided by their facility, their loved ones or staff members often bring in retail products that aren't formulated for fragile skin. This can get nursing homes cited by surveyors if the product isn't approved for the facility.

Fragile, Elderly Skin

An improper bathing and moisturizing regimen can lead to the breakdown of fragile skin, risking infections, pressure ulcers and foul odor.

Incontinence

In addition, up to half of long term care residents experience incontinence¹, which can lead to the pain and itching of perineal dermatitis.

¹ Driver DS. Perineal dermatitis in critical care patients. *Critical Care Nurse* 2007;27:42-46.



GOJO® Makes Responsible Cleansing Easier and More Rewarding.

PROVON® Basic Skin Care, for a More Homelike Sensory Experience.

Fortunately, GOJO makes it easy for you to provide mild, great-smelling basic skin care products you'll be proud of—and your residents will want to use. To that, we've added proper training for compliance. The rejuvenated PROVON product line helps keep residents' skin healthy while contributing to a more homelike environment.

The new PROVON long term care program from GOJO includes comprehensive training materials and educational support. We'll help you achieve an overall homelike sensory experience through:

- A family of mild but proven effective hand, hair and perineal cleansing and moisturizing products
- Attractive, retail-like package design
- Spa-like fragrances designed to calm and refresh
- The introduction of advanced new products for gentle rejuvenation and soothing care
- Improved package functionality

**Designed for your residents,
your staff and you.**



You Inspired It. We Created It.

We asked long term care professionals like you, and you told us what was important in basic skin care products. GOJO® introduces a refreshed PROVON® product line that's designed for elderly skin and provides a soothing user experience for residents and caregivers alike.

Shampoos With Spa-Like Appeal

GOJO has always offered solutions for partial or full resident bathing. Now our products are even more appealing—providing a more comforting, spa-like experience with relaxing fragrances and advanced formulations for gentle, yet effective cleansing.

PROVON shampoo and body wash offerings include these new and upgraded formulas:

NEW

PROVON Ultimate Shampoo & Body Wash

With its light fragrance, creamy consistency and pearl color, this premium product offers a luxurious bathing experience. PROVON Ultimate Shampoo & Body Wash contains moisturizing aloe and jojoba oil for healthy, shiny hair that's easy to comb and style.

Updated
FORMULA

PROVON Tearless Shampoo & Body Wash

PROVON Tearless Shampoo & Body Wash is a rejuvenating getaway with a fresh, clean fragrance reminiscent of spring. The exceptionally mild formula won't irritate eyes, and the refreshing scent is enriched with aloe and vitamin E with low foam for easy rinsing.



Proper Perineal Care Begins With the Proper Products.

SHEA/APIC Infection Control and Prevention Guidelines in LTC recommend “that a resident skin care program should be developed to maintain the skin as a barrier to infection” (Category II)¹

Perineal care plays an important role in skin preservation. Proper cleansing, deodorizing, moisturizing and barrier protection can help residents avoid the discomfort of perineal dermatitis and recurring urinary tract infections. Available in soothing, gentle formulations, the refreshed PROVON® product line includes all the products you need for effective care.

PROVON Perineal Wash

Specially formulated for sensitive, delicate skin, this soothing cleanser rapidly removes urine and feces—ensuring a gentle and thorough cleansing and reducing the risk of skin irritation and breakdown. A fresh herbal fragrance leaves the skin smelling clean. The extracts of aloe and vitamin E comfort and help protect.

PROVON Moisturizing Perineal Skin Protectant with 60% Petrolatum

This cream-based, non-greasy, water-resistant emollient is highly efficient as a temporary barrier to urine and fecal matter. It glides on for easy coverage and relieves and helps protect against red, irritated skin.

PROVON Perineal Skin Protectant Ointment with 99% Petrolatum

This opaque, non-greasy, water-resistant ointment with petrolatum and vitamin E is easy to apply and remove. The petrolatum content provides an effective temporary barrier against urine and fecal matter while protecting delicate, irritated skin from chafing.

3-IN-1 WASH CREAM



PROVON 3-in-1 Wash Cream

Perineal care is made easy with this 3-in-1 cream that cleans, moisturizes and helps reduce odors, all in one step. No rinsing is necessary, simplifying the bathing process. The rich, creamy formula is infused with an invigorating scent that will leave residents feeling refreshed.



¹Smith, P.W. (2008). SHEA/APIC Guideline: Infection prevention and control in the long-term care facility. *American Journal of Infection Control* 36: 504-35.

NEW

Moisturizing With a Gentle Touch.

Skin care for the elderly requires a gentle touch, and the right products. A moisturizing regimen from PROVON® can help improve the skin's elasticity and hydration and leave it feeling smooth and supple.

PROVON Hand & Body Butter

Help improve the quality of your residents' skin with this amazing new whole-body moisturizer—proven to increase skin elasticity and moisture in as little as 10 days.¹

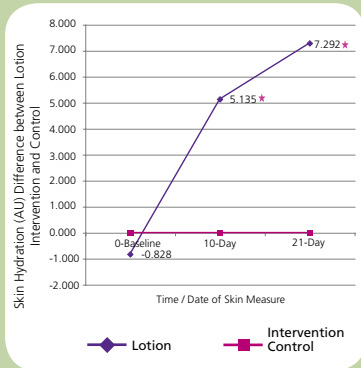
Aging skin becomes less moisturized and more brittle and as a result can be more susceptible to problems like cracking, scaling, and even skin tears. Experts recommend using moisturizers as one part of your strategy to help reduce skin injuries like skin tears.^{3 4 5}

PROVON Hand & Body Butter, a synergy of beeswax, aloe leaf juice and glycerin infused with a pleasant tropical scent, glides on to smooth and rehydrate dry, flaky skin. The glycerin humectant, holds on to water in the skin, while beeswax can help maintain the skin's natural qualities.² That's essential to the treatment of dry skin.



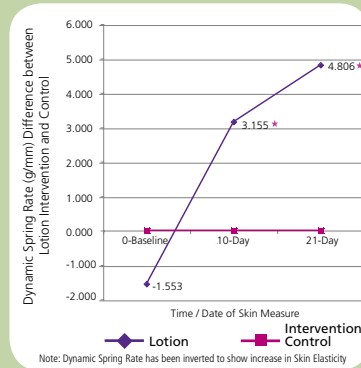
Clinical tests show improvements with skin hydration & elasticity

Difference Between Hydration Skin Measure of Hand & Body Butter vs. Control



★ Skin Measure Indicates Statistically Significant (95% confidence) Difference

Difference Between Dynamic Spring Rate Skin Measure of Hand & Body Butter vs. Control

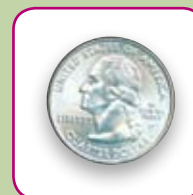


★ Skin Measure Indicates Statistically Significant (95% confidence) Difference

Extending quality resident care with new PROVON Hand & Body Butter from GOJO requires less of this rich new moisturizer than you might think.



For hands, complete Hand & Body Butter coverage comes in just a pea-size amount.



To adequately cover your residents' legs, just use a quarter-size squirt of PROVON Hand & Body Butter.



Whole-body moisturization requires only a half-ounce of Hand & Body Butter. That's an amount about the size of two grapes.



Comprehensive Training Support is Part of the Program.

GOJO® also provides new educational support and training materials in the form of our C.A.R.E. Director of Nursing Skin Care Toolkit. C.A.R.E., which stands for Customized Materials Action Recognition and Education, delivers informative videos, brochures and more. You'll find everything you need to increase skincare awareness.

Every resident—whether ambulatory or immobile, self-reliant or incontinent, bathed in-shower or from the bedside—can benefit from improved skin wellness. The simple adoption of the PROVON® Total Care Program is designed to help improve outcomes in long term care.



NEW Director of Nursing
Skin Care Toolkit DVD

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1. 2010-04-F10215 LTC HBB Claims Validation Outcome Study and 2010-01-110212 LTC HBB Internal Panel and Protocol Validation study, GOJO
 2. Elias, P.M., Mao-Qiang, M., Thornfeldt, C.R. and Feingold, K.R. The Epidermal Permeability Barrier: Effects of physiologic and non-physiologic lipids.
 3. Diane Krasner, PhD, RN, CWCN, CWS, MAPWCA, FAAN. Skin tears: Understanding problem leads to prevention, proper care. Long Term Living, April 2010.
 4. Cynthia A. Fleck, MBA, BSN, RN, ETIWOCN, CWS, DNC, DAPWCA, FCCWS. Preventing and Treating Skin Tears FAQ. Advances in Skin & Wound Care, June 2007.
 5. Xiaoti Xu BS, Kwan Lau MD, Breena R. Taira MD, Adam J. Singer MD. The current management of skin tears. American Journal of Emergency Medicine (2009) 27, 729–733
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It Matters to Me.

We talked with care providers...listened to your needs...
and designed a whole program to address those needs.
You'll be proud to use this new GOJO® program.

Packaging that's as Functional as it is Aesthetically Pleasing

- Compact style for better on-the-go care
- Ergonomic sizing for convenient one-hand use while extending care
- Color coding by product category for ease of storage, selection and ordering

Product	Order No.	Size	Case Pack	Fits Dispenser
PROVON HAIR & BODY WASH				
PROVON Foaming Hair & Body Wash with Moisturizers	5287-02	FMX-20™ 2000 mL Refill	2	5260-06
	5187-03	FMX-12™ 1250 mL Refill	3	5120-06
PROVON Tearless Shampoo & Body Wash	2234-04	NXT® 2000 mL Refill	4	2215-08
	2134-08	NXT 1000 mL Refill	8	2115-06
	4406-04	Bulk – Pour Gallon	4	n/a
	4502-48	8 fl oz Squeeze Bottle	48	n/a
	4503-48	4 fl oz Squeeze Bottle	48	n/a
PROVON Ultimate Shampoo & Body Wash	3127-08	NXT 1000 mL Refill	8	2115-06
	3227-04	NXT 2000 mL Refill	4	2215-08
	4227-48	8 fl oz Squeeze Bottle	48	n/a
	4546-04	Bulk – Pour Gallon	4	n/a
PROVON MOISTURIZER				
PROVON Moisturizing Hand & Body Lotion	2533-08	NXT 1000 mL Refill	8	n/a
	4334-48	8 fl oz Squeeze Bottle	48	n/a
	4331-48	4 fl oz Bottle	48	n/a
PROVON Hand & Body Butter	4521-12	5 oz Tube	12	n/a
PROVON PERINEAL CARE				
PROVON Perineal Wash	4426-04	Bulk – Pour Gallon	4	n/a
	4525-48	8 fl oz Spray Bottle	48	n/a
PROVON Antibacterial Perineal Wash	4532-48	8 fl oz Spray Bottle	48	n/a
PROVON Perineal Skin Protectant Ointment with 99% Petrolatum	4529-12	5 oz Tube	12	n/a
PROVON Moisturizing Perineal Skin Protectant with 60% Petrolatum	4541-12	5 oz Tube	12	n/a
PROVON 3-IN-1				
PROVON 3-in-1 Wash Cream	2110-08	NXT 1000 mL Refill	8	2115-06
	4560-48	8 fl oz Bottle	48	n/a

See a full listing of SKUs from your sales rep.



For your residents, for your facility, and for you, experience Total Care. Contact your local GOJO distributor today. For additional information, call: 1.800.321.9647

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