

MPM
MEDICAL, INC.

Evidence-based solutions for

ONCOLOGY



NDC 66977-101-06
MPM
MEDICAL, INC.

RadiaPlexRxTM Gel



Management of:

- Radiation Dermatitis
- Partial and full thickness wounds
- 1st degree & 2nd degree burns
- Cuts and abrasions

Improving
The Quality
Of Life

NET WT. 6 OZ. (170g)

MPM REGENECARE[®] WOUND CARE GELS

WITH 2% LIDOCAINE

*Amorphous hydrogel dressings proven to reduce pain intensity without side effects¹
Proven to reduce both pain and itching in cross-over study²*



4 ml 3 oz ½ oz

(PRESCRIPTION)

Contains Calcium Alginate to absorb drainage



**When You
Need Relief**

Cools, Relieves and Moisturizes!



*Convenient
Spray!
Eliminates
Need to Touch
Painful Area!*

New!

4 oz spray 4 ml 3 oz

(NON-PRESCRIPTION)

Contains Sodium Hyaluronate

Regencare Wound Gels have been shown to be effective in the local management of:

Dermatological Problems

- Pressure ulcers
- Venous stasis ulcers
- First and second degree burns
- Superficial wounds and scrapes

Why they work:

- Medium molecular weight polysaccharides in Aloe Vera, moisturizes the wound environment.
- Marine collagen acts as natural barrier.
- Regencare contains Sodium Alginate to help absorb drainage

Directions to use Gel or Spray:

- 1) Cleanse the irritated area to remove extraneous material.
- 2) Apply to dry, painful skin or tissue three times a day or as needed to assist in pain relief and provide a moist environment for healing.

¹ Under the supervision of a healthcare professional, Regencare and Regencare HA may be used as indicated.

	Product #	Size	Pkg.
MPM Regencare	MP00100	3 oz. Tube	12/Cs.
MPM Regencare	MP00101	½ oz. Tube	12/Cs.
MPM Regencare	MP00110	4 ml. Tube	36/Cs.
MPM RegencareHA	MP00107	3 oz. Tube	12/Cs.
MPM RegencareHA	MP00108	4 ml. Tube	36/Cs.
MPM RegencareHA Spray	MP00117	4 oz btl	12/Cs.

References: 1, 2, 3

The
Solution



Left Side
1 Week No Gel Treatment
Mild Itching, Moderate Pain



Right Side
1 Week RegeneCare® Gel Treatment
No Itching, Mild Pain

RegeneCare® Clinical Cross-Over Study Showed Reduction of Pain and Itching of EGFR Rash

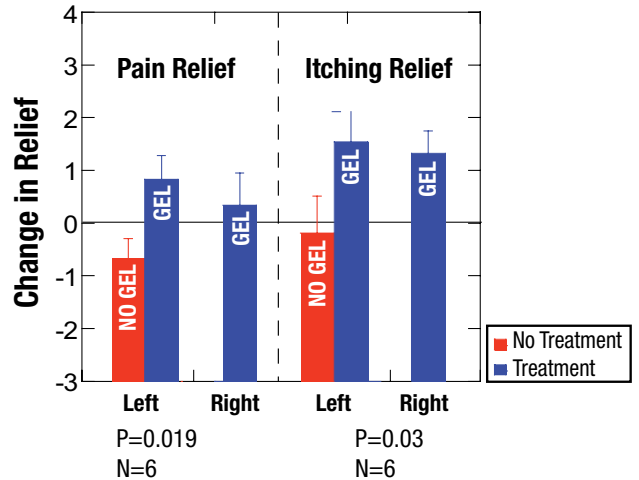
Percent of Patients Reporting:

- Reduced pain and itching – 100%
- Improved appearance of rash – 60%
- Ease of use – 100%

Additional Findings:

- Pain relief – immediate to 10 minutes (lasted 2-4 hrs)
- Itch relief – Effective within 15 to 30 minutes

RegeneCare Wound Gel Application Improves Both Itching and Pain Relief Scores ($p \leq 0.05$) After 1 Week of Application Compared to Baseline (No Gel Treatment)



EGFR inhibitors-induced rash causes pain, itching and redness for most patients undergoing treatment. A cross-over study evaluated patient pain and itching scoring with and without use of RegeneCare applied up to four times daily as compared to no treatment. Patients evaluated scored significant reduction in pain and itching symptoms of grade 2 rash ($p \leq 0.05$).

Ref. 1: A Pilot Cross-Over study to evaluate the use of RegeneCare® topical gel in patients with cutaneous toxicity caused by epidermal growth factor receptor (HER1/EGFR) inhibitors. SF Wong, Pharm D, K Lloyd MS, C Vasko RN, OCN, NP, M Mummaneni M.D., K Osann PhD. Presented at 9th National Conference on Cancer Nursing Research, 2007, 126, Oncology Nursing Forum, 2007, 34:1:216-217. (listed www.cancer.gov as ongoing clinical trial)

Clinical Study Showed RegeneCare Wound Gel with 2% Lidocaine Reduced Itching and Pain of EGFR Rash

• 87% of Patient Response Showed:

- Reduction of Rash Redness
- Improvement in Overall Appearance
- Skin Soothing



Erbix®
Treated Patient



Back

Results of eight subjects with EGFR inhibitors-induced rash (grade 1 and 2) showed reduction of pain and itching. Product evaluations showed rash soothing, reduced redness and improved appearance.

Overall Rating Response	Reduce Appearance	Reduce Itching	Reduce Pain	Moisturizing	Heal Skin	Sooth
No Effect	6.3%	0.0%	0.0%	50.0%	0.0%	0.0%
Mildly Effective	6.3%	0.0%	0.0%	0.0%	12.5%	12.5%
Moderately Effective	62.5%	16.7%	0.0%	12.5%	25.0%	12.5%
Very Effective	12.5%	66.7%	100.0%	37.5%	62.5%	62.5%
Extremely Effective	12.5%	16.7%	0.0%	0.0%	0.0%	12.5%

Ref. 2: Evaluation of RegeneCare Topical Gel in the Treatment of Skin Rash Associated with Cetuximab (Erbix), Tarceva® and Other EGFR Inhibitors-Treated Cancer Patients. M. Kozloff, M.D., PA Gowland, RN, BSN, OCN, CCRC, J Vlamakis RN, OCN, J Koch RN BSN, G Ratko RN, BSN, L Gravitt RN, OCN, D Palmer CCRP, Ingalls Memorial Hospital, Cancer Research Center. Harvey III., 2007.

Patient with Grade 2 rash, scores RegeneCare as very effective in reducing itching.

Please visit www.mppmed.com to see complete clinical studies

MPM RADIAPLEX[®] RX

WOUND GEL DRESSING WITH SODIUM HYALURONATE

*Clinical study showed 2-3 applications
daily restricted severity of radiation
skin damage in 95% of patients*

PREVENTION



In vitro studies show cells are protected from collateral oxidative damage. Clinical trials were performed on complete product as mandated by the FDA, not individual ingredients.



(PRESCRIPTION)

Indications*:

- Radiation reactions
- Pressure ulcers, stages II -IV
- 1st and 2nd degree burns
- Cuts and abrasions

Provides additional benefits:

- Has prophylactic activity
- Need not be removed to irradiate
- Not sticky or greasy

Why it works:

- Hyaluronic acid adheres to tissue to prevent damage while supplying moisture to the cells
- Medium molecular weight polysaccharides in aloe vera moisturize and reduce inflammation
- Proven therapeutic moisturizers, lipids, glycerin and allantoin, relieves dryness

	Product #	Size	Pkg.
MPM RadiaplexRx Gel	MP00106	6 oz. Tube	12/Cs.
MPM RadiaplexRx Gel	MP00105	½ oz. Tube	36/Cs.
MPM RadiaplexRx Gel	MP00109	4 ml. Tube	36/Cs.

Directions:

Cleanse area removing foreign matter from skin, allow area to dry, apply RadiaplexRx Gel before and after treatments and two other times per day, or as needed.

References: 3, 4, 5

* Under the supervision of a healthcare professional, RadiaplexRx Gel may be used as indicated.

The
Solution

PAIN – THE 5th VITAL SIGN

PUBLISHED CLINICAL TRIALS OF SAFETY AND EFFICACY OF RADIAPLEX® GEL

RadiaPlex® Gel (with Hyaluronic Acid) Prevented Moist and Dry Desquamation on Irradiated Skin (N=20)

Radiation treatment damages skin. Twenty patients were evaluated during cycles of standard radiation treatment for head and neck, breast, and colon cancers. 90% of subjects experienced no dry desquamation.

Ref. 3: Patients Undergoing Radiation Treatment Were Clinically Evaluated for Skin Integrity, Pain and Itching in a Preliminary Trial Using RadiaPlexRx™ Gel Containing 0.2% Hyaluronic Acid. Moore K, Haas ML, Lloyd K. Oncology Nursing Forum, 2005;32;2;479.

Patients Using RadiaPlex Were Evaluated for Exhibiting Dry Desquamation

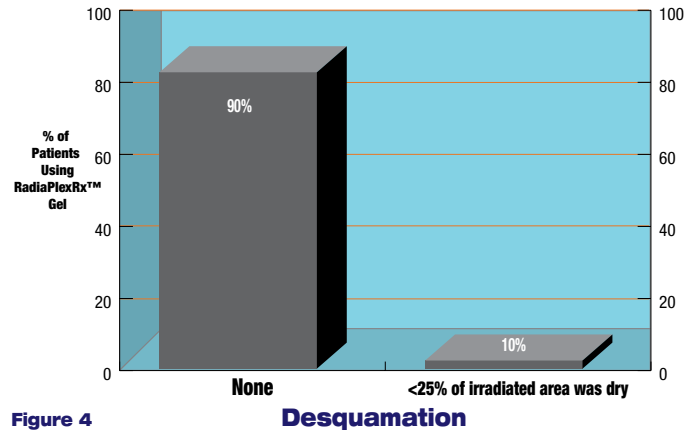


Figure 4

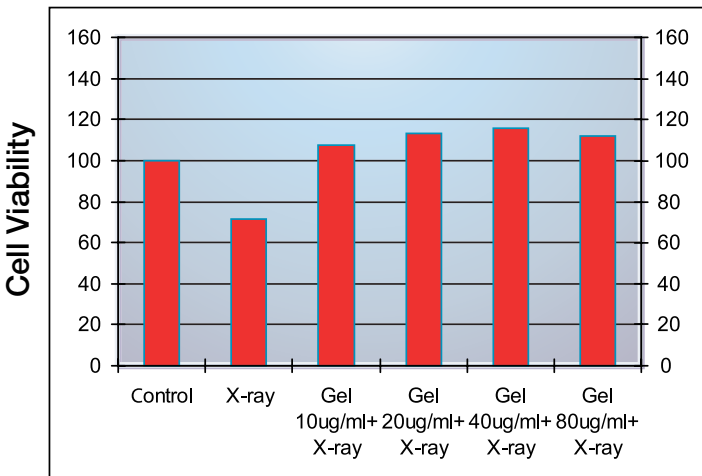


Figure 3. Effect of Gel against x-ray-induced cells death.

Fibroblast Skin Cells Were Protected by RadiaPlex®Gel Against Damage of Ionizing Radiation

Fibroblast skin cell cultures were exposed to various concentrations of solubilized gel (RadiaPlexRx) prior to exposure to irradiation (X-rays). Control skin cells show 100% viability. When cells were exposed to radiation 30% of the skin cells die. However when skin cells were exposed to RadiaPlex gel prior to X-ray 100% viability was achieved. All concentrations of RadiaPlex (10ug-80ug/ml) protected skin cells. The gel was non-toxic to skin fibroblasts at any concentration.

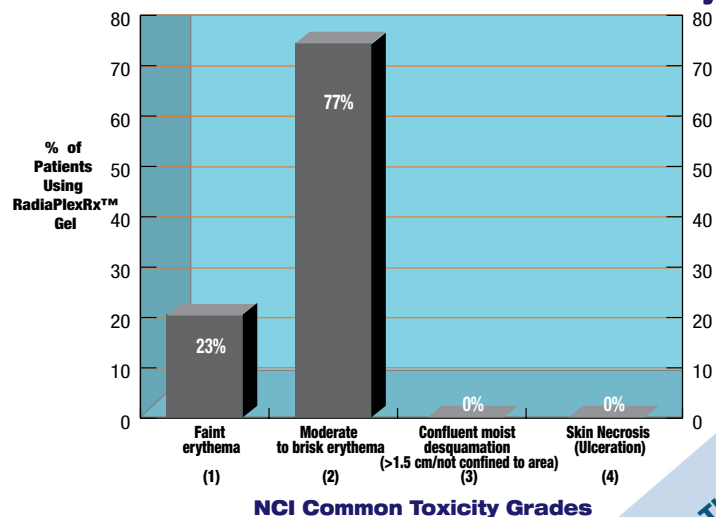
Ref. 4: RadiaPlexRx™ Gel Protects Cultured Skin Cells from Oxidative Free Radical Damage Induced by Hydrogen Peroxide and by Irradiation: A Pilot Study. R Gracy, Ph.D., K. Lloyd, M.S., J Phelps, Ph.D. Presented at Radiological Society of North America, 2004; 90th Scientific Assembly, SSA20-08;300.

RadiaPlex® Gel (with Hyaluronic Acid) Prevents Dry and Moist Desquamation in Irradiated Breast Cancer Patients (N=13)

Breast cancer patients treated with radiotherapy alone or combined with chemotherapy develop radiation dermatitis. Breast skin is sensitive and vulnerable to soreness and erythema. RadiaPlexRx contains hyaluronic acid which organizes a 3-dimensional matrix for tissue reconstruction, to stimulate wound healing and to resist bacterial infection. In a preliminary evaluation of 13 patients using RadiaPlexRx on breast during radiation treatment, the NCI toxicity analysis showed 23% of patients experienced faint erythema (grade 1) while the remaining 77% experienced mild to brisk erythema (grade 2). There was no grade 3 or 4 toxicity with confluent moist desquamation or ulcerations. No dry desquamation was observed in 85% of gel treated patients.

Ref. 5: A Pilot Study Evaluating Breast Cancer Patients Treated with a Topical Gel Containing 0.2% Hyaluronic acid for Efficacy Towards Radiation Dermatitis. M. Haas, Ph.D., ANP-C, Mountain Radiation Oncology, Asheville, NC, K. L. Lloyd, M.S. MPM Medical Inc., Irving TX

Breast Radiation Patients Using RadiaPlex Showed No Grade 3 or 4 Skin Toxicity



MPM SILVERMED™ ANTIMICROBIAL SILVER

SilverMed Antimicrobial Hydrogel
Does not contain sulfa

Indications*:

- Minor cuts, scrapes, burns and abrasions

Why it works:

- Regulates hydration to keep a favorable moisture level
- Extended protection
- Will not stain or irritate the tissue

Directions

- Cleanse wound of dirt, debris, and necrotic tissue.
- Spread Silver Hydrogel throughout the wound to approximately ¼" thickness.
- May cover with dressing, preferably waterproof.
- Change in accordance with your protocol.

	Product #	Size	Pkg.
MPM SilverMed Hydrogel	ABSM1404	.5 oz. Tube	12/Cs.
MPM SilverMed Hydrogel	ABSM1406	1.5 oz. Tube	12/Cs.
MPM SilverMed Hydrogel	ABSM1410	3 oz. Tube	12/Cs.



MPM COOLMAGIC™ SHEET HYDROGEL DRESSING

Instant cooling, pain relieving hydrogel sheet dressing

Indications*:

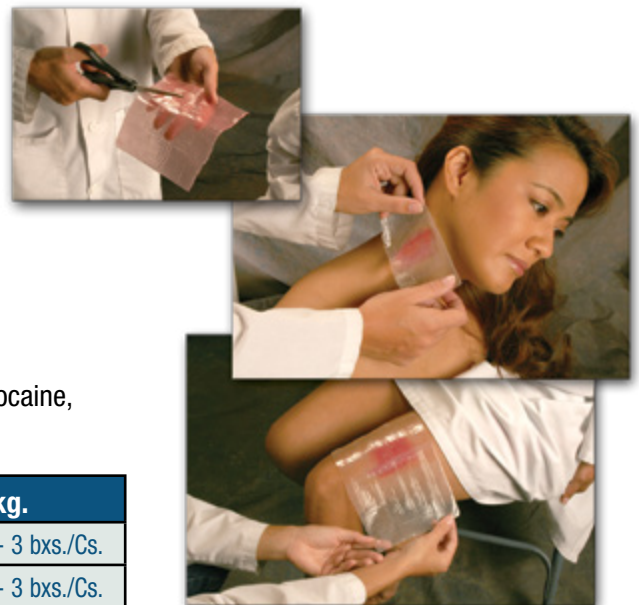
- Skin irritations
- Minor burns
- Minor cuts, scrapes and abrasions

Why it works:

- Semi-occlusive – allows flow of oxygen
- Helps to prevent bacteria and foreign matter from entering wound
- Hydrophilic and absorptive – absorbs three times its weight

Directions:

- Apply over wound for a cool, soothing effect.
- Change every 24 to 36 hours or as directed.
- Hold in place with tape or stretch gauze.
- Can be applied over hydrogels including those containing silver or lidocaine, such as Regenecare® HA.



(NON-PRESCRIPTION)

	Product #	Size	Pkg.
MPM CoolMagic Gel Sheets	MP00206	3.75" x 3.75"	10 Ea/Bx. - 3 bxs./Cs.
MPM CoolMagic Gel Sheets	MP00208	6" x 8"	10 Ea/Bx. - 3 bxs./Cs.
MPM CoolMagic Gel Sheets	MP00209	8" x 12"	10 Ea/Bx. - 3 bxs./Cs.
MPM CoolMagic Gel Sheets	MP00219	1¾" Fenestrated	30 Ea/Bg. - 4 bgs./Cs.

* Under the supervision of a healthcare professional, CoolMagic™ may be used as indicated.

MPM ORAMAGIC® RX

ORAL WOUND RINSE

Coats injured oral mucosa and protects from further irritation

Indications:

- Oral mucositis
- Aphthous ulcers
- Stomatitis
- Canker sores
- Mouth sores and injuries
- Traumatic injuries due to ill fitting dentures or braces



Why it works:

- Medium molecular weight polysaccharides in Aloe vera adhere to sensitive mucosa

Other benefits:

- Pleasant taste unlike compounded mouth wash
- Consistent product

Directions:

- Fill bottle with water to the first fill line and shake vigorously until all particles go into suspension.
- Add water to second fill line and shake again. SHAKE WELL BEFORE EACH USE. Coat inside of mouth by swishing one tablespoon (15 ml) slowly around in mouth. Repeat 1 hour after first application up to four times daily or as directed by a doctor.



(PRESCRIPTION)

	Product #	Size	Pkg.
MPM OraMagic Rx	MP00213	12 oz. Bottle	12/Cs.
MPM OraMagic Rx	MP00222	2 oz. Bottle	24/Cs.

MPM ORAMAGIC® PLUS

ORAL WOUND RINSE WITH BENZOCAINE

OraMagic with the instant pain relief of Benzocaine

Indications*:

- Oral mucositis
- Aphthous ulcers
- Stomatitis
- Canker sores
- Ulcers of Oral Mucositis
- Traumatic injuries due to ill fitting dentures or braces

Why it works:

- Contains Benzocaine for instant pain relief
- Medium molecular weight polysaccharides in Aloe vera moisturizes



(NON-PRESCRIPTION)

Directions:

- Fill bottle with water to the first fill line and shake vigorously until all particles go into suspension.
- Add water to second fill line and shake again. SHAKE WELL BEFORE EACH USE. Coat inside of mouth by swishing one tablespoon (15 ml) slowly around in mouth. Repeat 1 hour after first application up to four times daily or as directed by a doctor.

	Product #	Size	Pkg.
MPM OraMagic Plus	MP00224	8 oz. Bottle	12/Cs.
MPM OraMagic Plus	MP00223	2 oz. Bottle	24/Cs.

* Under the supervision of a healthcare professional, OraMagic® Plus may be used as indicated.

How to Order

Contact MPM Medical, Inc. by phone at 800-232-5512

Ask for customer service

Major credit cards accepted

Online at www.mpmmed.com

Or contact your local pharmacy for the following products:

MPM RadiaPlex®Rx Gel (Prescription)	MP00106	NDC #66977-101-06	6 oz. Tube
MPM OraMagic®Rx (Prescription)	MP00222	NDC #66977-222-02	2 oz. Bottle
MPM OraMagic®Rx (Prescription)	MP00213	NDC #66977-222-12	12 oz. Bottle
MPM OraMagic® Plus	MP00223	NDC #66977-223-02	2 oz. Bottle
MPM OraMagic® Plus	MP00224	NDC #66977-224-08	8 oz. Bottle
MPM RegeneCare® Gel (Prescription)	MP00100	NDC #66977-100-03	3 oz. Tube
MPM RegeneCare® Gel (Prescription)	MP00101	NDC #66977-101-05	½ oz. Tube
MPM CoolMagic Gel Sheets	MP00206	NDC #66977-206-33	3.75" x 3.75" Sheet
MPM CoolMagic Gel Sheets	MP00208	NDC #66977-206-68	6" x 8" Sheet
MPM CoolMagic Gel Sheets	MP00209	NDC #66977-206-12	8" x 12" Sheet
MPM RegeneCare®HA Gel	MP00107	NDC #66977-107-03	3 oz. Tube
MPM RegeneCare®HA Spray	MP00117	NDC #66977-107-04	4 oz. Bottle
MPM SilverMed™ Hydrogel	ABSM1406	NDC #66977-140-15	1.5 oz. Tube
MPM SilverMed™ Hydrogel	ABSM1410	NDC #66977-140-03	3 oz. Tube
MPM SilverMed™ Hydrogel	ABSM1404	NDC #66977-140-05	½ oz. Tube

May also be available at *apothecary shops, medical equipment suppliers and specialty shops.*

EVIDENCE-BASED SOLUTIONS FOR ONCOLOGY



Direct all orders to MPM Medical, Inc. or your dealer of choice

MPM Medical, Inc., 2301 Crown Ct. • Irving, Texas 75038 • www.mpmmed.com

Telephone Orders: (972) 893-4090 • Toll Free: 1-800-232-5512

Fax Orders: (972) 893-4092 • Terms: Net 30 Days

Return Policy: All returns of product must be authorized by the President. Damaged or less than full cases will not be accepted.

Freight must be prepaid by sender.

Expired product will not be accepted. No product accepted over six (6) months old. 40% re-stocking fee is charged on all authorized returns.