3M™ KIND REMOVAL SILICONE TAPE ALREADY HAS SET NEW STANDARD FOR MEDICAL TAPE

Now, this next generation of medical tape has been recognized by Popular Science in its 2011 “Best of What’s New” Awards.

3M is proud that Popular Science has named Kind Removal Silicone Tape as one of its top 100 most innovative, high quality and revolutionary ideas as part of the publication’s 24th annual “Best of What’s New Awards.”

3M™ Kind Removal Silicone Tape is a repositionable tape that is easy to use and satisfies an unmet need for clinicians.

It provides both reliable adhesion and gentle, atraumatic removal, which minimizes the likelihood of tape-related skin injury and pain.

This tape is an ideal solution for patients with sensitive, compromised or at-risk skin, or those who may require repeat taping to anchor dressings or secure lightweight tubing.

WHAT MAKES THIS PRODUCT SO DIFFERENT?

The tape’s silicone adhesive has a lower surface tension than traditional adhesives, allowing it to quickly fill crevices in the skin. This results in a constant adhesive strength over time.

At the same time, the energy of the silicone bond is able to dissipate through the adhesive, rather than through the skin. This results in less pain and trauma associated with tape removal.

WHAT PEOPLE ARE SAYING ABOUT KIND REMOVAL SILICONE TAPE

A recent evaluation program in select children’s hospitals revealed that nearly 90 percent of evaluating clinicians rated the performance of Kind Removal Silicone Tape as “Better” or “Much Better” than their current gentle tape. Here’s a sample of what they told 3M:

■ “This tape is some of the best I have ever used in my 20-year career as a nurse.”
  – Burn Unit Nurse

■ “Where has this tape been all my life!!?? It's wonderful!! Our entire unit has been singing its praises.”
  – Psychiatric Unit Nurse

■ “A mom of 16-month-old patient raved about the silicone tape. Her son did not cry when it was removed and it stayed in place.”
  – Pediatric Nurse

■ “Very glad 3M came out with this one-of-a-kind tape. The blue hue adds a special distinction knowing it's the tape of choice at first glance.”
  – Wound, Ostomy and Continence Nurse

RATING OF SILICONE TAPE VS. TRADITIONAL GENTLE TAPE

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<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Better</td>
<td>36%</td>
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<tr>
<td>Much Better</td>
<td>53%</td>
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<tr>
<td>Same As</td>
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<td>Worse or Much Worse</td>
<td>4%</td>
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