



Distributors' Guidelines

PROMOTIONAL
MESSAGING AND
IMAGES

for distributors
in the USA

Working Together

Working together

We appreciate the support of our Distributor Network and want to make it as easy as possible for you to promote our company and products.

To help with the development of your website and marketing materials, this guide outlines key messaging and images that you can use to promote Biocomposites®, **STIMULAN**® and **geneX**®.

Communicating with our hospitals and surgeons together is highly effective and we would be delighted to discuss any ideas or initiatives you are considering.

It is very important that all messaging is compliant and on-label, therefore we ask that you obtain our approval prior to publishing any of the content provided.



If you would like additional information, please contact:
marketing@biocomposites.com

Please obtain Biocomposites' consent & approval prior to publishing any of the messages or images contained in this document.

Messaging

Biocomposites

At Biocomposites, we are distinct in that our team of specialists is singularly focused on the development of innovative calcium compounds for surgical use.

With over 30 years' experience and an unrivaled dedication to quality, the products we research, engineer and manufacture are at the forefront of calcium technology.

We are proud to be working with [INSERT DISTRIBUTOR NAME] to be driving improved outcomes across a wide range of clinical applications for surgeons and patients alike.



STIMULAN[®]

Perfect partner for cases with an infected site

STIMULAN is a truly absorbable calcium sulfate, specifically designed to complement your dead space management.¹

- ✓ Cleared for placement directly at the site of infection in bone voids and defects
- ✓ May help improve outcomes and reduce associated costs of care

Our website provides extensive information about **STIMULAN** including case studies, testimonials, how-to videos and literature downloads.

Link to our website to ensure you are providing your customers with up-to-date information.



STIMULAN[®]

Recrystallized for consistent and reliable performance

STIMULAN is a pharmaceutical-grade calcium sulfate with a unique crystal structure and properties:¹

- ✓ Controlled purity
- ✓ Physiologic pH level
- ✓ Hydrophilicity

See the STIMULAN difference in your cases

STIMULAN is uniquely engineered through our DRy26[™] recrystallization method. Each and every synthesis undergoes a 26 step process that takes over 6 weeks to reach maturity.¹

- ✓ Truly absorbable
- ✓ Optimal absorption profile
- ✓ Reliable setting time
- ✓ Does not cause third body damage

STIMULAN®

Case-by-case flexibility

Every part of **STIMULAN** has been designed to provide simplicity, intra-operative flexibility and optimum results. A variety of formats are available, all convenient to prepare and fast to set.



Designed to be completely absorbed and leave no trace

geneX is a precisely balanced β -tricalcium phosphate/calcium sulfate hemihydrate compound with distinct design properties.¹

- ✓ Contains no hydroxyapatite (HA)
- ✓ Fully absorbed within 12 months
- ✓ Enhances osteogenic response
- ✓ Restores strong healthy bone

Versatility at your fingertips

geneX is versatile and easy to prepare.

The bone graft substitute sets within 15 minutes at body temperature, and can be digitally implanted or injected in difficult-to-reach sites or minimally invasive procedures.¹



Logos

High resolution logos are available and can be obtained by emailing:
marketing@biocomposites.com.



STIMULAN[®]

STIMULAN[®]
Kit

STIMULAN[®]
Rapid Cure

genex[®]

References

1. biocomposites.com

Caveats

Please ensure that the below caveats are used on all sales and marketing materials. Our caveats are updated regularly so please obtain the latest version by emailing: marketing@biocomposites.com

STIMULAN®

For indications, contraindications, warnings and precautions see Instructions for Use. Concurrent use of locally administered antibiotics may affect setting time. This brochure may include the use of STIMULAN or techniques that go beyond the current clearance / approval granted by the relevant regulatory authority. Please contact your local representative for further information.

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Patents granted: GB2367552, EP 1204599 B1, US 6780391, EP 2594231 B1, US 8883063, CN ZL201210466117.X, GB2496710, EP 3058899 B1.
Patents pending: GB1502655.2, US 15/040075, CN 201610089710.5, US 15/288328 GB1704688.9, EP 18275044.8, US 15/933936, CN 108619579A.

genex®

For indications, contraindications, warnings and precautions see Instructions for Use.

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Patents granted: EP 1390086 B1, US 8632796, CN ZL02809194.9, US 8496955.

Marketing collateral

There is a wide range of marketing assets available to support your sales representatives.



Brochures & case studies

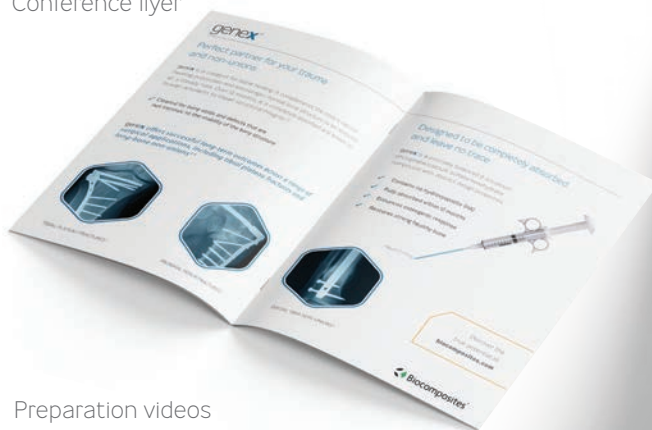


Website and e-learning modules



Marketing collateral

Conference flyer



Preparation videos

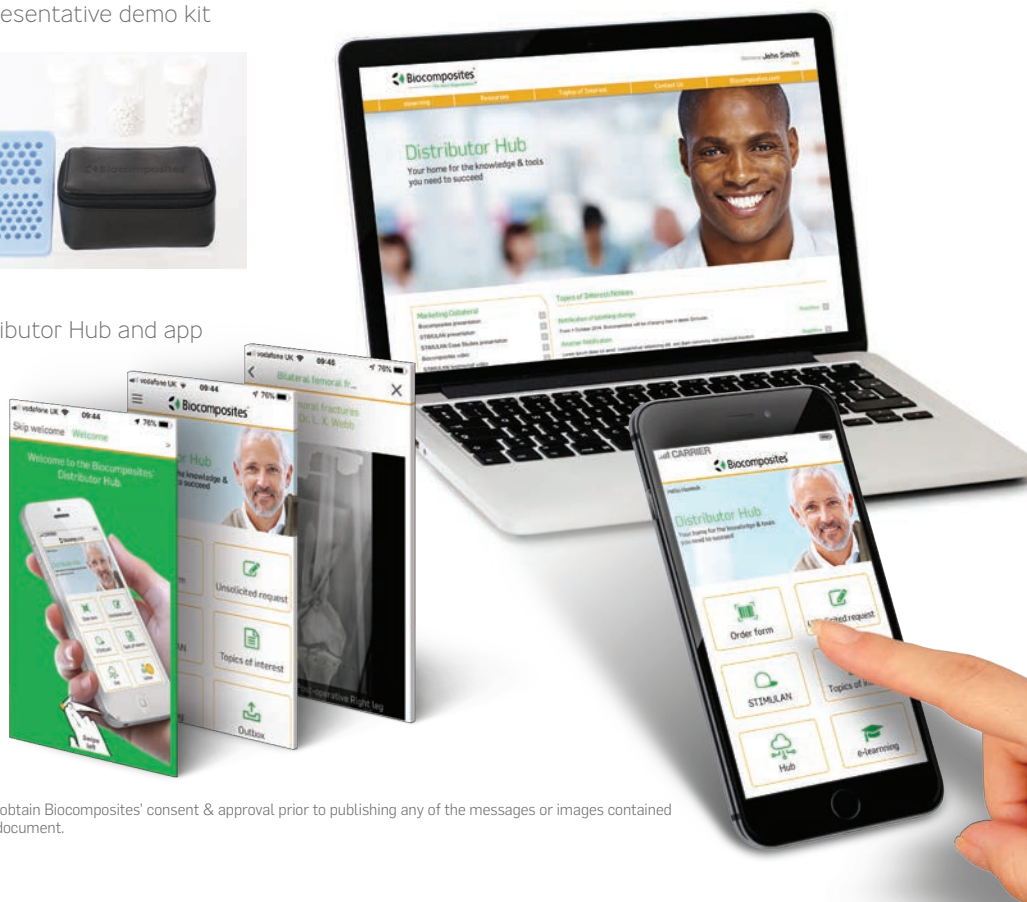


STIMULAN preparation guide poster

Representative demo kit



Distributor Hub and app



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