

Distributors' Guidelines

PROMOTIONAL MESSAGING AND IMAGES



for distributors
in the USA

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

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 25 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



STIMULAN

Recrystallized for consistent and reliable performance

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

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

Only **STIMULAN** undergoes a patented recrystallization process that starts with pharmaceutical-grade reagents and results in its consistent and reliable performance.^{1,2}

- ✓ Truly absorbable
- ✓ Absorbs at an optimal rate
- ✓ No third body damage



STIMULAN

Case-by-case flexibility

STIMULAN can be used in three bead sizes, as a paste or for injection to optimize packing in bone voids and defects. Its hydrophilic properties and options of rapid or standard setting times make it quick and easy to prepare - helping you to adapt to each case as is merited.





Perfect partner for your trauma and non-unions

geneX is a catalyst for bone healing. It complements the body's natural healing processes and encourages normal bone structure to be restored at a steady rate. Over 12 months, it is completely absorbed and leaves no foreign artifacts to impair structural integrity.^{3,4}

- ✓ Cleared for bony voids and defects that are not intrinsic to the stability of the bony structure





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:

- ✓ 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. It comes as a paste or putty in a range of volumes.



geneX



geneX ds



geneX putty

Logos

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



STIMULAN®

STIMULAN®
Kit

STIMULAN®
Rapid Cure

geneX

geneX ds

geneX putty

Suggested links

You can link to the following content from your website:

Website

<http://www.biocomposites.com/us/>

Biocomposites brochure

<http://www.biocomposites.com/media/82228/usa-biocomposites-brochure-ma0l12rl.pdf>

Biocomposites testimonial videos

<http://www.biocomposites.com/us/why-biocomposites/>

STIMULAN brochure

<http://www.biocomposites.com/media/82245/usa-stimulan-digital-brochure-ma0l23rl-20l60923.pdf>

How to prepare STIMULAN Rapid Cure video

<http://www.biocomposites.com/us/our-products/stimulan/>

genex brochure

http://www.biocomposites.com/media/82257/usa-genex-digital-brochure-ma0l18rl_20l60930.pdf

genex preparation guide

<http://www.biocomposites.com/media/82247/usa-genex-preparation-guide-ma0l22rl.pdf>

How to prepare genex video

<http://www.biocomposites.com/us/our-products/genex/>

Marketing collateral

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



Brochures & case studies

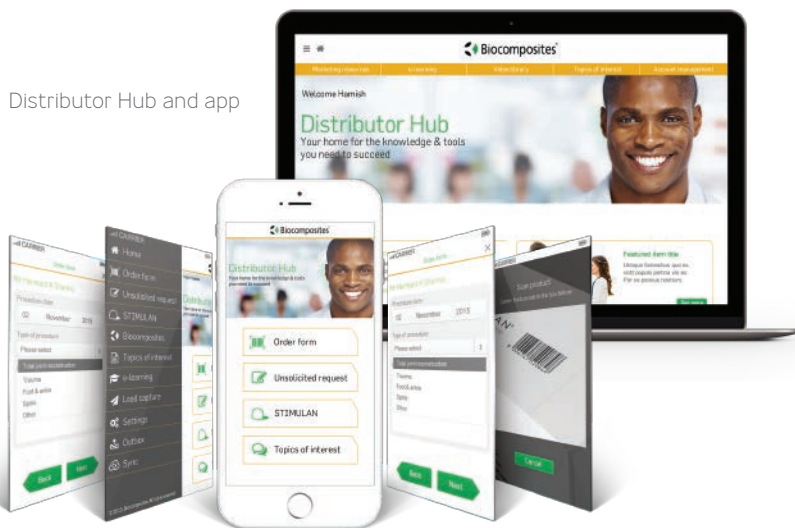


Website



e-learning modules

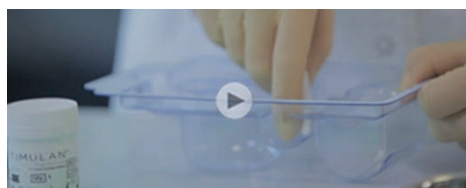
Distributor Hub and app



Conference flyer



STIMULAN preparation guide poster



Preparation videos



Rep demo kit

Please obtain our approval prior to publishing any of the messages or images contained in this document.

References

1. Biocomposites Ltd, STIMULAN Instructions for Use (US).
2. Data on file
3. Yang, H.L., et al., Bone healing response to a synthetic calcium sulfate/beta-tricalcium phosphate graft material in a sheep vertebral body defect model. J Biomed Mater Res B Appl Biomater, 2012. 100B(7): p. 1911-21.
4. Data on file, Mr A Nissar and Mr S Gopal.

Caveats

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 I204599 BI, US 678039I, EP 259423I BI, US 8883063, CN ZL20I2I0466I17.X, GB24967I0

Patents pending: GB1502655.2, EP I6I542I0.5, US I5/I040075, CN 20I6I00897I0.5, US I5/288328.

genex

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Patents granted: EP I390086 BI, US 8632796, CN ZL02809I94.9, US 8496955.

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