



Distributors' Guidelines

PROMOTIONAL
MESSAGING AND
IMAGES

for distributors
in the EU

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, we therefore ask that you obtain our approval prior to publishing any of the content provided.

Our website provides extensive information about the Biocomposites product range 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.



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.

Possessing unique characteristics for carrying antibiotics, regenerating bone and soft tissue, our products are opening new possibilities for surgeons around the world.

With over 30 years' experience and an unrivalled 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 your infection management strategy

STIMULAN is a truly absorbable calcium sulfate antibiotic carrier – specifically designed to support the proactive management of dead space and surgical site infection with unrivalled flexibility and the broadest surgical application.¹

- ✓ the only calcium matrix approved for use in bone and soft tissue
- ✓ approved for mixing with vancomycin, gentamicin and tobramycin
- ✓ can be placed directly into infected and non-infected sites



STIMULAN

Uniquely engineered for the precision and control you demand every time

STIMULAN is a pharmaceutical-grade calcium sulfate with a unique crystal structure and tightly controlled properties.¹

- ✓ controlled purity
- ✓ physiologic pH level
- ✓ no hydroxyapatite
- ✓ easily mixed with liquid and powder antibiotics



STIMULAN Rapid Cure¹
For faster setting times

+ antibiotic



Vancomycin
(1000mg powder)



Gentamicin
(240mg in 6ml solution)



Tobramycin
(240mg in 6ml solution)

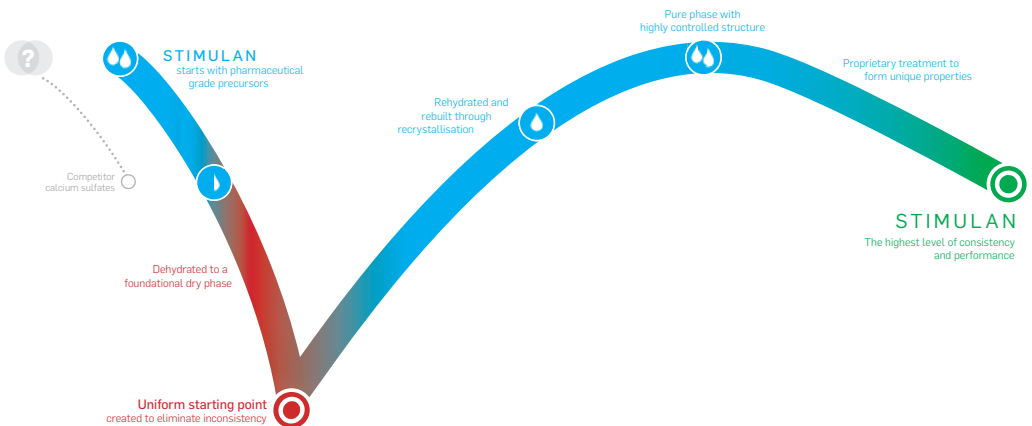


STIMULAN

Truly absorbable, antibiotic carrier recrystallised for enhanced clinical performance

Only **STIMULAN** undergoes a proprietary DRy26™ recrystallisation method that makes it suitable for carrying antibiotics to infected sites.¹⁻⁷

- ✓ completely absorbs at an optimal rate
- ✓ no third body damage
- ✓ predictable elution profile
- ✓ proven action against biofilms
- ✓ flexibility to tailor antibiotic to clinical need



STIMULAN

Flexibility at your fingertips

Every part of **STIMULAN** is optimised to work around you according to the clinical and surgical demands of the individual patient. Whatever the time, shape, accessibility or size constraints, **STIMULAN** gives you a way to adapt to each case.



Paste



Beads

3 mm 4.8 mm 6 mm



Bullets

7 mm 9 mm





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 artefacts to impair structural integrity.^{8,9}

- ✓ approved for bony voids and defects that are not intrinsic to structural stability



Tibial plateau fracture¹⁰



Post-operative¹⁰



15 months¹⁰



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 in a range of volumes. The paste sets within 15 minutes, at body temperature, and can be digitally implanted or injected in difficult-to-reach sites, or minimally invasive procedures.



Biocomposites

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



STIMULAN®

STIMULAN®
Kit

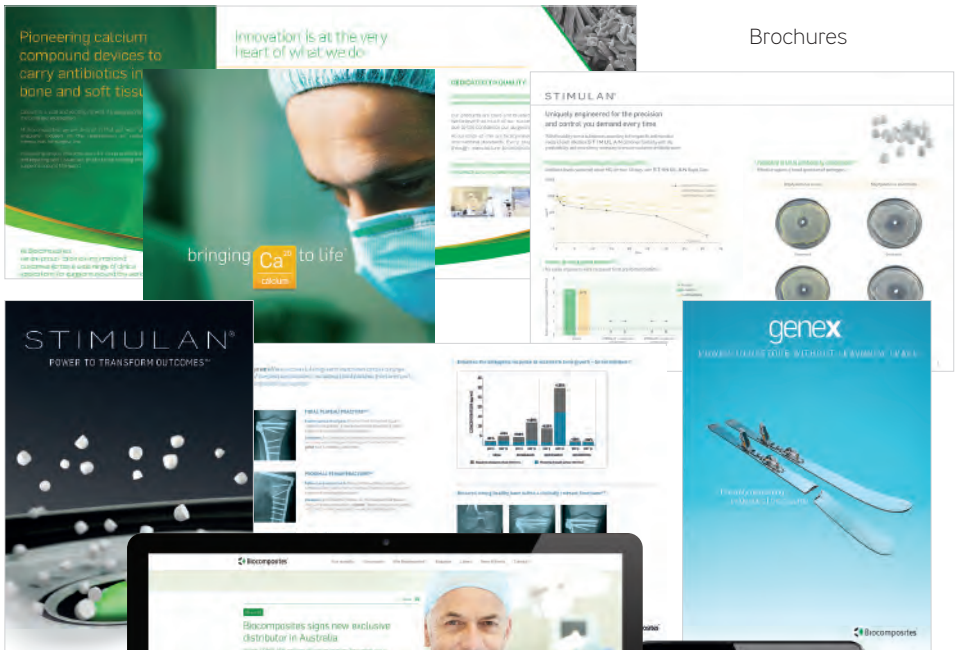
STIMULAN®
Rapid Cure

geneX®

Marketing collateral

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

Brochures



Website



e-learning modules

Marketing collateral



Conference
flyer

Distributor
Hub app



Exhibition
banners



Preparation videos



Rep demo kit

References

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3. Analysis of the Wear Effect 3rd Body Particulate (Bone Cement) has on UHMWPE, Accutest Testing Laboratory, Fairfield OH, KI3107732-I, 2014.
4. Cowie, R.M., et al., The influence of a calcium sulphate bone void filler on the third-body damage and polyethylene wear of total knee arthroplasty. *Bone Joint Res*, 2019. 8(2): p. 65-72.
5. Cooper, J.J., et al., Antibiotic stability in a synthetic calcium sulphate carrier for local delivery. Poster presented at European Bone and Joint infection Society Annual Meeting, Prague, Czech Republic, 2013.
6. Delury, C., Aiken, S., Thomas, H., et al., Determining the Efficacy of Antibiotic-loaded Calcium Sulfate Beads against Pre-Formed Biofilms: An In Vitro Study. Poster presented at ASM Microbe 2019, 20-24 June 2019, Moscone Center, San Francisco, CA, USA.
7. Laycock, P., et al., In Vitro Efficacy of Antibiotics Released from Calcium Sulfate Bone Void Filler Beads. *Materials*, 2018. 11(11): p. 2265.
8. Yang, H.L., et al., Bone healing response to a synthetic calcium sulfate/betatricalcium phosphate graft material in a sheep vertebral body defect model. *J Biomed Mater Res B Appl Biomater*, 2012. 100B(7): p. 1911-21.
9. Data on file, Mr A Nisar and Mr S Gopal.
10. Data on file, Mr H K Sharma.

Caveats

STIMULAN

For indications, contraindications, warnings and precautions see Instructions for Use. Concurrent use of locally administered antibiotics may affect setting time, absorption characteristics and/or bone formation. It is the surgeon/healthcare professional's responsibility to give due consideration to the details in the medicinal product marketing authorisation in deciding whether it is appropriate for the patient under his/her care. The relevant Summary of Product Characteristics (SmPC) must be consulted. The type and dose of medicinal substance should also be assessed according to the individual patient's clinical circumstance.

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 B1, US 6780391, EP 2594231 B1, US 88883063, CN ZL201210466117.X, GB2496710, EP 3058899 B1, US I0390954

Patents pending: GBI502655.2, US I5/040075, CN 201610089710.5, GBI704688.9, EP I8275044.8, US I5/933936, CN I08619579A

genex

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

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