



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, 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 regenerating bone and managing dead space, our products are opening new possibilities for surgeons around the world.

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

- ✓ can be placed directly into infected and non-infected bone voids and defects
- ✓ may help improve outcomes and reduce associated costs of care



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.†

- ✓ controlled purity
- ✓ physiologic pH level
- ✓ hydrophilic
- ✓ no hydroxyapatite



STIMULAN Rapid Cure

For faster setting times



STIMULAN Kit

More time to sculpt or inject

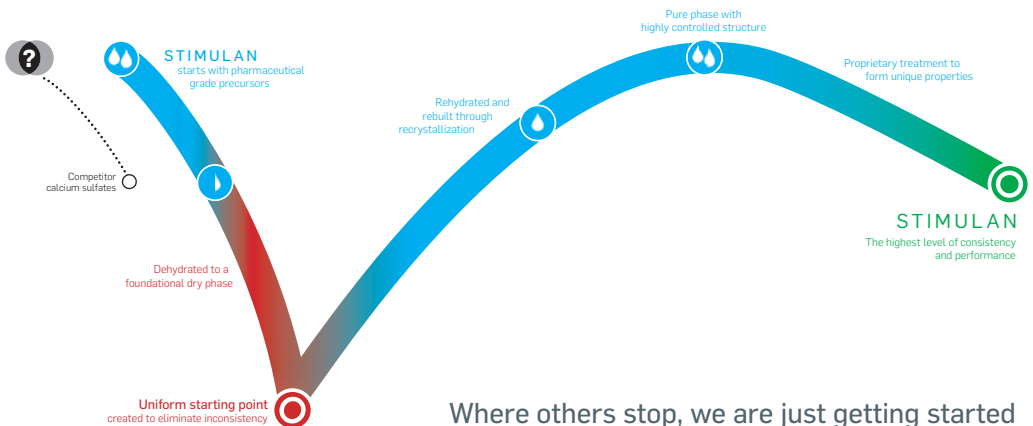


STIMULAN

Consistency is hard earned and uniquely achieved

Only STIMULAN undergoes a proprietary DRy26® recrystallization method which consists of 26 steps over 6 weeks and results in its consistent and reliable performance.

- ✓ truly absorbable
- ✓ absorbs at an optimal rate
- ✓ no third body damage



STIMULAN

Flexibility at your fingertips

Every part of STIMULAN is optimized to work around 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 artifacts to impair structural integrity.¹

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

Restores strong healthy bone within a clinically relevant timeframe

genex restores bone to normal trabecular structure in 36 weeks¹





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)
- ✓ negatively charged surface chemistry

genex provides a powerful scaffold for accelerated bone restoration and helps to hinder soft tissue ingrowth:

- ✓ enhances osteogenic response
- ✓ completely absorbed within 12 months
- ✓ restores strong healthy bone





Versatility at your fingertips

genex is versatile and easy to prepare. 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. genex has a working time of 3 minutes and is drillable after 15 minutes.



Biocomposites

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



STIMULAN®

STIMULAN®
Kit

STIMULAN®
Rapid Cure

STIMULAN®
Bullet Mat & Introducer

genex® Bone Graft Substitute

Marketing collateral

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



Website, Distributor Hub, Distributor Hub app



Brochures



Preparation videos



STIMULAN pocket kit



Companion app

References

- I. biocomposites.com.

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 pending: GB1502655.2, 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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