

## Rapid and Effective control of Uterine Postpartum Haemorrhage (PPH)

### Extensive clinical experience demonstrating:

- **100% haemostasis** for grade 1 & 2 (up to 2500mls) bleeding in all deliveries<sup>1</sup>
- **78% reduction in hysterectomies** vs current standard of care<sup>2, 3, 4</sup>
- **Safe and Easy to use** with minimal product training requirements<sup>1, 2, 3, 4</sup>



*“All attempts should be made to reduce PPH using cost effective, resource appropriate interventions”*

**The international Federation of Gynaecology and Obstetrics**

*“Most common cause of maternal death worldwide”*

**World Health Organisation**

# 20%

Failure rates of existing devices<sup>1</sup>

# 14m

Women impacted Globally by PPH<sup>5</sup>

# 20%

Maternal deaths due to PPH worldwide<sup>6</sup>

# 80k

Annual Deaths caused by PPH<sup>7</sup>

Postpartum Haemorrhage is the leading cause of maternal mortality worldwide representing over 80,000 deaths worldwide.

# 7.2% to 25.7%

Rate of PPH (Blood loss >500ml) across all global markets<sup>8</sup>

The rate of PPH varies significantly across both low income and developed nations with an incidence ranging from 7.2% to 25.7% variable by geographic region (defined as >500ml blood loss in vaginal births) representing over 14 million pregnant woman who suffer from this condition.



**With such significant global challenges associated with PPH we are passionate about supporting research and development across reproductive health, with a versatile, easy to use, cost effective, clinically successful device.**

# OUR MISSION

**Our Mission** is to make a significant global impact in helping to reduce maternal death worldwide. We aim to support at every delivery across the world through access to a safe and clinically effective technology which is fast acting in all conditions providing versatility and ease of use.

Globalisation of technology enabled through **Easy to Use** design

- Compact and small package with 5 year shelf life
- Ready to use in seconds
- Minimal product training requirements



# OUR CELOX™ TECHNOLOGY

**Fast acting** haemostat:

- Creates a robust gel plug sealing the bleed site<sup>9</sup>
- Works independent of classic clotting pathway<sup>9</sup>

**Safe and clinical effective supported by a range of peer reviewed published clinical papers**<sup>2, 3, 4</sup>

With over 17 years of leading the way in global management of haemostasis using CELOX™ technology across trauma, emergency services and military applications, we are passionate about extending the application of this innovative solution to create a unique approach to help solve the global challenge posed by PPH.



**FAST ACTING  
SAFE  
EFFECTIVE  
VERSATILE  
EASY TO USE**

# OUR INNOVATION

**CELOX PPH provides** Rapid and Effective Control of Uterine Postpartum bleeding

- **Fast Acting** - Unique mode of action reducing the need for further intervention
- **Safe & Clinically Effective** - 10 years of clinical efficacy vs standard of care
- **Versatile & Easy to Use** - Allowing globalisation of the technology in Developed and Developing Nations

**“At every delivery across the world”**

# OUR EVIDENCE

10 years of clinical evidence (within PPH applications) vs standard of care demonstrating a **Safe and Clinically effective** technology



## CELOX PPH clinical data supports the following claims:

<p>“CELOX PPH is highly effective in the control and treatment of uterine PPH”</p>	<p>“CELOX PPH achieved a success rate of 100% haemostasis for grade 1 &amp; 2 bleeding (up to 2500mls)”<sup>1</sup></p>
<p>“CELOX PPH achieved a success rate of 95.6% haemostasis for grade 1 to 3 bleeding (vaginal deliveries)”<sup>1</sup></p>	<p>“The use of CELOX PPH results in a reduction in hysterectomy rates of up to 78%”<sup>2, 3, 4</sup></p>
<p>“CELOX PPH achieves haemostasis and avoids further surgical therapy”<sup>2, 3, 4</sup></p>	<p>“Can be used with patients on anticoagulant therapy or trauma induced coagulopathy”<sup>1</sup></p>



**FAST ACTING | SAFE AND CLINICALLY EFFECTIVE | VERSATILE AND EASY TO USE**

### UK Office

Medtrade Products Ltd,  
Electra House,  
Crewe Business Park,  
Crewe, Cheshire, England,  
CW1 6GL

Tel: +44 (0)1270 500 019  
info@celoxpph.com

### References

**1** Celox Gauze - Post Partum Hemorrhage - Retrospective Data Analysis Report V11-19May2022 - Data on file. **2** Schmid BC, Reznicek GA, Rolf N, et al. Uterine packing with chitosan-covered gauze for control of postpartum hemorrhage Am J Obstet Gynecol 2013;209:225.e1-5. **3** A.M. Dueckelmann et al. Uterine packing with chitosan-covered gauze compared to balloon tamponade for managing postpartum hemorrhage, European Journal of Obstetrics & Gynecology and Reproductive Biology 240 (2019) 151-155. **4** C. Biele et al., “Does the use of chitosan covered gauze for postpartum hemorrhage reduce the need for surgical therapy including hysterectomy? A databased historical cohort study.” (in eng), J Perinat Med, May 25 2022, doi: 10.1515/jpm-2021-0533. **5** TheWorldHealthReport 2005: make every mother and child count. Geneva: World Health Organisation; 2005. **6** Say L et Al. Global causes of maternal death: a WHO systematic analysis. Lancet Glob Health. 2014 Jun;2(6):e323-33. **7** Borovac-Pinheiro A, Pacagnella RC, Cecatti JG, et al Postpartum hemorrhage: new insights for definition and diagnosis. Am J Obstet Gynecol. 2018;219:162-168. **8** Identifying regional variation in the prevalence of postpartum haemorrhage: a systematic review and meta-analysis. Clara Calvert I, Sara L Thomas, Carine Rosmans, Karen S Wagner, Alma J Adler, Veronique Filippi. PLoS ONE, July 2012 | volume 7 | Issue 7 | e41114. **9** Millner RWJ, et al. Chitosan arrests bleeding in major hepatic injuries with clotting dysfunction: an in vivo experimental study in a model of hepatic injury in the presence of moderate systemic heparinisation. Ann R Coll Surg Engl 2010; 92: 559-561. (In-vo).  
\*See Instructions for use for intended use, contraindications, warnings and precautions.