

July 31st, 2024**ESENTA™ Hydrocolloid Strip Discontinuation and Launch**

Dear Valued Customer,

When designing and commercializing product, the needs of people living with an ostomy are our priority. As a result, we are rebranding our Ease™ Strips to ESENTA™ Hydrocolloid Strips. This rebrand will allow Convatec to produce more supply and bring more accessories into the ESENTA™ brand of accessory products. The product itself will not be changing, solely the name. **Available August 1, 2024**

The appended chart lists the affected products, and their most-direct replacement.

Transition Detail

Ease™ strips will be discontinued on August 1st, 2024 or when stock is depleted, whichever is first. This date represents when Convatec will have stopped all sales for this product and begin sales of ESENTA™ Hydrocolloid Strips. Convatec is committed to supporting our retail and distributor customers in executing this transition easily.

We recognize that product discontinuations are disruptive, and we are committed to minimizing the impact on our customers and their patients during this transition.

Please contact your Convatec Channel partner or Territory Manager with any questions. Your representative can review all the materials and help guide you through this transition.

As always, our dedicated team of me+™ product specialists and ostomy nurses are available to provide you and our consumers with personalized support and product selection, at 1-800-422-8811 (8:30AM – 7:00PM Eastern Time); cic@convatec.com or visit www.mepluscare.com.

Sincerely,



Dan Yrigoyen
Vice President, Sales and Marketing
Ostomy Care, North America

Please forward the new ordering codes to your procurement department for upload into your ordering system.

Discontinuing Code		New Product	
SKU	Product Description	SKU	Product Description
422163	ease™ Thin curve	423826	ESENTA THIN CURVE 3X9CM (1x80PK)



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