

Fit + Formulation + Pouch = Our Best Product Combination!

COMING
SOON



The CeraPlus™ Portfolio* now offers an enhanced user experience while still providing **Formulation** for healthy skin and a **Fit** designed to help prevent leakage

Fit:

The CeraPlus™ Portfolio has a wide choice of configurations to achieve the best fit from day one

Formulation:

The CeraPlus™ skin barrier, infused with ceramide, has a special formulation to help resist erosion and reduce moisture loss which can lead to skin damage and dryness^{1,2,3}



*The CeraPlus™ Portfolio is the only advanced line of ostomy products in the U.S. infused with ceramide that protects skin from day one.***

Upgraded Pouching Technology – What's New?



Aesthetics

- Filter is now covered
- Fabric is softer, yet durable



Fabric

- New pouch color offers more discretion under clothing
- Water repellent fabric dries faster



Closure

- The closure has soft and comfortable corners
- Easy to clean opening
- Secure fastener for reassuring feedback of a secure seal¹

Let's take a closer look at the Closure



- Features soft rounded corners
- Integrated closure helps eliminate need to tuck away



- Closure has bigger, wider opening
- Easier access inside for cleaning



- Audible click when closure is in place
- Click provides reassuring feedback to help indicate a secure seal

Transition Details and Timing

Pouch only upgrade affecting one and two-piece product SKUs

- ✓ SKUs will not be changing
- ✓ Pricing will not be changing
- ✓ Drainable, closed, urostomy, high output
- ✓ Multiple new features to entire pouch

Changes to occur over 18–24-months with market availability starting in July 2025

*CeraPlus Skin Barriers contain the Remois Technology of Alcare Co., Ltd.

** Hollister data on file, CL-000545



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Transition tactics informing consumers

QR Code on affected product SKU boxes takes consumers to a landing page on Hollister.com that features FAQ's, videos, etc.

