

Mölnadal, Sweden, May 2010

Press Release

LoFric® Sense™ nominated to the Swedish design award – Design S



LoFric Sense Astra Tech's new urinary catheter for women has been selected as one of 31 nominees (out of some 200 entries) to the Design S award, the Swedish design award that celebrates the best examples of Swedish design. The winners will be presented on 8 June 2010.

Astra Tech is proud to announce the nomination of LoFric Sense to the Design S award. LoFric Sense is a urinary catheter designed to meet women's practical lifestyle needs as well as their medical requirements. The assessment criteria for the award are: Innovativeness and creativity, Business value, Sustainability, Function, Communication as well as Implementation. Criteria that are equally important, and go hand in hand, with Astra Tech's objectives in product development.

LoFric Sense was released on the market earlier this year and the response from catheter users and health care professionals has been tremendously positive. LoFric Sense offers female catheter users a nicely designed catheter where function and medical requirements have not been compromised. LoFric Sense is designed to fit into women's different lifestyles and make self-catheterisation easier in their daily lives. LoFric Sense is designed to look like any hygiene product, rather than a medical device. It offers new technical solutions in both catheter and packaging, such as a user-friendly handle and reseal function of the packaging for discreet disposal.

LoFric Sense is, like all LoFric catheters, equipped with unique Urotonic™ Surface Technology. This technology ensures low friction during both insertion and withdrawal of the catheter and an unsurpassed medical documentation of long-term safety.

About the CIC therapy

For individuals who are unable to pass urine in the normal way, Clean Intermittent Catheterisation (CIC) is an alternative way of emptying the bladder. Often referred to as the 'gold standard' for people with continence issues, CIC involves passing a temporary catheter through the urethra to empty the bladder. Thousands of men and women all over the world are dependent on CIC to empty their bladders several times a day. For many it is a life-long therapy.

CIC needs to fit smoothly into women's day to day lives. Just as importantly, personal health and safety must not be compromised. Performed correctly, CIC is a simple way of solving a serious problem.

"We are very proud for the LoFric Sense nomination to the Design S award. This nomination, together with the very positive response we are receiving from the users so far, confirms that we have succeeded in incorporating the function, simplicity and quality our users and customers have requested in a discreet and appealing design making it easier to incorporate CIC in their lifestyle.", says Marie-Josée Michon-Gente, International Product Manager, Astra Tech AB

Quotes from customers

"Got it, used it, love it even more!!! It just makes perfect sense as a product! I found that it is a 'one for all' product and I feel really the perfect length to hit the right spot 1st time every time. It certainly met, if not exceeded my expectations, which were very high!"
Catheter user, UK

"I never in my life looked forward to catheterising, but now I am looking forward to trying LoFric Sense" Catheter user, UK

"All the good stuff of the existing catheters combined with the wishes of the patients and healthcare professionals!" Continenace nurse, Holland

"Innovation, experience and skills brought together in one catheter!" Continenace nurse, Holland

"With LoFric Sense women can regain their femininity and dignity" Continenace Nurse, Italy

Contacts

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About Astra Tech

Astra Tech AB, member of the AstraZeneca group, is a global leader in dental, surgical and urological products, services and support. An innovation-driven company since the start in 1948, Astra Tech has continually developed market-leading solutions to meet health care needs based on user and medical community input. Ongoing research and development is aimed at finding new ways to support caregivers and improve quality of life for our customers worldwide.

Astra Tech's headquarters and production facilities are located in Mölndal, Sweden. The company is represented globally by 16 subsidiaries and selected local partners. Astra Tech has a total of 2,200 employees worldwide. The company puts five percent of its revenues annually into research. Astra Tech's revenues in 2009 totalled SEK 3,9 billion.

For further information, please visit www.loftric.com