

Secure Start

Let the Good Times Roll

Hollister dishes up education and fun at the UOAA Conference

Who can resist a mouthwatering scoop or two of ice cream? Not many, as seen at the Ice Cream Social sponsored by Hollister Incorporated at the fourth annual **United Ostomy Associations of America (UOAA)** Conference this past August. Though some chose chocolate and others vanilla, the flavor of the evening was connection sprinkled with a whole lot of laughs.

“It was a fun atmosphere in which we got to know our customers,” said Megan Meo, Secure Start Coordinator.

The 1950s soda shop atmosphere set the stage for dancing to sock hop tunes spun by a local DJ. Attendees also slipped into a photo booth to pose in ice cream cutouts, which were later displayed in the Hollister Incorporated booth in the Exhibition Hall. But the cherry on top of the evening was hobnobbing with comedian and author, Brenda Elsagher. Each attendee received one of her four books, and the opportunity to get it personally signed.

The theme of the August 7–10 conference, held in Jacksonville, Florida, was “Bridge to Acceptance,” a fitting motif for all that was to come. Educational workshops tailored to specific age groups and interests came alive with shared stories. Along with

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COVER STORY

Let the Good Times Roll

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a stoma clinic, a basic ileostomy, colostomy, and urostomy panel offered valuable information. Once again, Brenda Elsagher took to the stage to speak on “Sex, Dating, Intimacy and Caregiving for People with Ostomies.”

The Hollister Incorporated booth in the Exhibition Hall showcased a wide array of accessories. Educational offerings included the Hollister Lifestyle Series booklets, which cover a variety of subjects from skin care to traveling with an ostomy. However, the best part was the opportunity to interact with our customers.

“It’s a great way to get feedback on our products,” added Steve Maraone, Secure Start Coordinator. “And to let customers know that we are constantly striving to meet their needs and to support them in their daily lives, which includes having fun!”



*The Hollister booth
at the UOAA Conference*

“My husband asked me if I wanted to marry him. Twenty three days earlier I had received Charly, my ileostomy. I was still very weak, so we gave ourselves one year of time. The marriage was a wonderful day!”

– Nicole, Germany

“I work hard every day to show people that having an ostomy is no excuse for not being in shape and not living life.”

– Charis, United States

Confidence Builders

Honest answers to discreet questions

By Joy Boarini, MSN, WOC Nurse,
Clinical Education Manager

When you have an ostomy, having a product that is reliable and discreet contributes to your overall confidence. A quality pouching system that fits your body type and lifestyle is essential. Below are some common questions about making your pouch less noticeable when out and about.

Q: I just started a new job and I'm concerned about odor. What works best when it comes to eliminating odor?

A: Odor is a concern for everyone. In an ostomy pouching system, a key product feature is an odor barrier pouch film. As long as the pouch is sealed and secure, there should not be an odor. It is important to wipe the bottom of a drainable pouch completely as this can contribute to odor. If there is any leakage, change the pouch. Products like **Adapt** lubricating deodorant can help eliminate odor and make the process of emptying your pouch easier.

Q: My kids noticed that my pouch rustles when I walk. Is there a way to silence the noise?

A: An ostomy pouch is made of plastic but not all pouch films are the same. Some make more noise. Compare pouch films. They should not only be soft and comfortable against your skin, but they should not create unnecessary sounds. The **QuietWear** fabric on **New Image** closed pouches offers a new level of discretion for pouch wearers.

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“Part of your confidence with an ostomy comes from experience.”



Adapt Lubricating Deodorant

Confidence Builders (continued)

Q: I like to wear form-fitting clothing, but don't want my pouch to be noticeable underneath. Do you have any suggestions?

A: It's a good idea to select a pouching system that has a low profile. If you have a colostomy or ileostomy, gas can contribute to the profile so a filtered pouch may help. A filter continuously vents the gas and deodorizes it as it escapes the pouch. A mini-pouch or closed pouch may be an option for short periods of time when you are active like during an exercise class. Also, if you use tape to support your skin barrier, try using beige tape instead of white tape. It makes the border more discrete under lightweight clothing.



*New Image
floating flange*

Q: I'm having a hard time disguising my pouch clamp under clothing. Is there an alternative closure?

A: Yes, integrated closures such as the **Lock 'n Roll** microseal closure are less noticeable. This closure is much more comfortable, secure, and provides a lower profile when compared to clamps.



*Lock 'n Roll
microseal closure*

Q: Is there a way to disguise the contents of my pouch?

A: Pouch contents can be disguised by using a pouch with a panel that is opaque. Most people leave the hospital with a transparent pouch. It is nice to know there are other options and it is definitely a matter of personal preference.

Part of your confidence with an ostomy comes from experience. Thinking ahead gives you the self-assurance to try new things. Having extra supplies in different places and anticipating how you would handle something like a pouch leak away from home helps alleviate some anxiety. Being prepared helps you handle unexpected situations with confidence and discretion.

Hollister Steps Up at the Crohn's & Colitis Walk



Chicago's Grant Park buzzed with camaraderie and hope at the **Take Steps for Crohn's & Colitis** walk held on June 22, 2013. Hollister Incorporated was honored to help sponsor the event to support the Crohn's & Colitis Foundation of America (CCFA).

The atmosphere was joyful as people gathered before the walk to chat, enjoy refreshments, and compare personalized team T-shirts. A bounce house delighted kids of all ages, and dogs joined their companions to enjoy the two-mile walk. Hollister Secure Start Coordinators joined the excitement and took the opportunity to get to know customers and their families.

"We believe in our customers and support them any way we can, so attending these events are a fun way to get everyone connected," said Michelle VeNard, Secure Start Associate Coordinator.

Take Steps for Crohn's & Colitis is CCFA's largest fundraising event, which encompasses local community walks for an Inflammatory Bowel Disease (IBD) cure. Participants who raised funds and awareness throughout the year, celebrated the strides that have been made with their teams. Learn more at ccfa.org.

Get Your Guts in Gear Gets a Makeover

Get Your Guts in Gear (GYGIG), the ride for Crohn's and Colitis, now has an exciting new option! Riders can choose from the signature 2-day, 140-mile ride or the new, 1-day 62.5-mile ride. Both include an option to add back-to-back century rides for additional fully supported miles.

Hollister Incorporated was the proud sponsor of both 2013 GYGIG rides.

The New York ride, held June 7–9, toured the Hudson River Valley, and the Midwest ride, August 23–25, followed the rolling farmland of Southern Wisconsin. Both culminated in closing ceremonies where friends and family celebrated the riders' accomplishments with them.

GYGIG is an independent, national, not-for-profit organization that raises funds and awareness of Crohn's disease, ulcerative colitis, and related conditions—and so much more. It's a chance to feel empowered, accomplished, and part of a greater community. Riders and enthusiastic volunteer crew participate and come back year after year because they find physical strength, emotional resolve, and a deep connection with fellow riders and crew.

Don't want to ride? Join in the fun as a volunteer crew member! Go to ibdride.org to find out about next year's rides.



Prepare for Takeoff

Know your rights when it comes to full body scans and carry-on items.

Body Scans

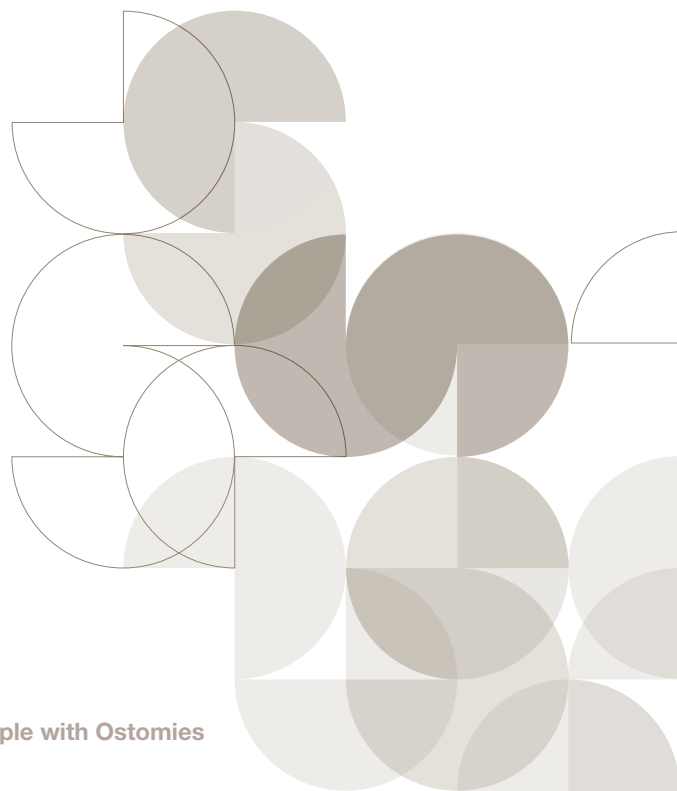
The newest technology to increase airline security is the development of full body scanning, which allows the TSA (Transportation Security Administration) to see a detailed image of your body under your clothing as well as anything you may have attached to your person. For people with ostomies, the thought of someone viewing their ostomy pouching systems, catheters, urine leg bags and other devices is embarrassing to say the least. While this invasion of privacy cannot be avoided, there are steps you can take to minimize your discomfort:

- Cooperate and explain that you're wearing an ostomy device
- Make sure your pouch is emptied
- Ask to be searched in private by someone of the same sex
- Send complaints to the TSA if you feel your privacy or rights have been violated in any way

Carry-Ons

The good news is that flying with your ostomy pouching system and supplies has gotten much easier. Gone are the days of tight restrictions on medications and gels. Familiarize yourself with the following points before you pack for your next trip:

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UPDATES/NEWS FROM HOLLISTER

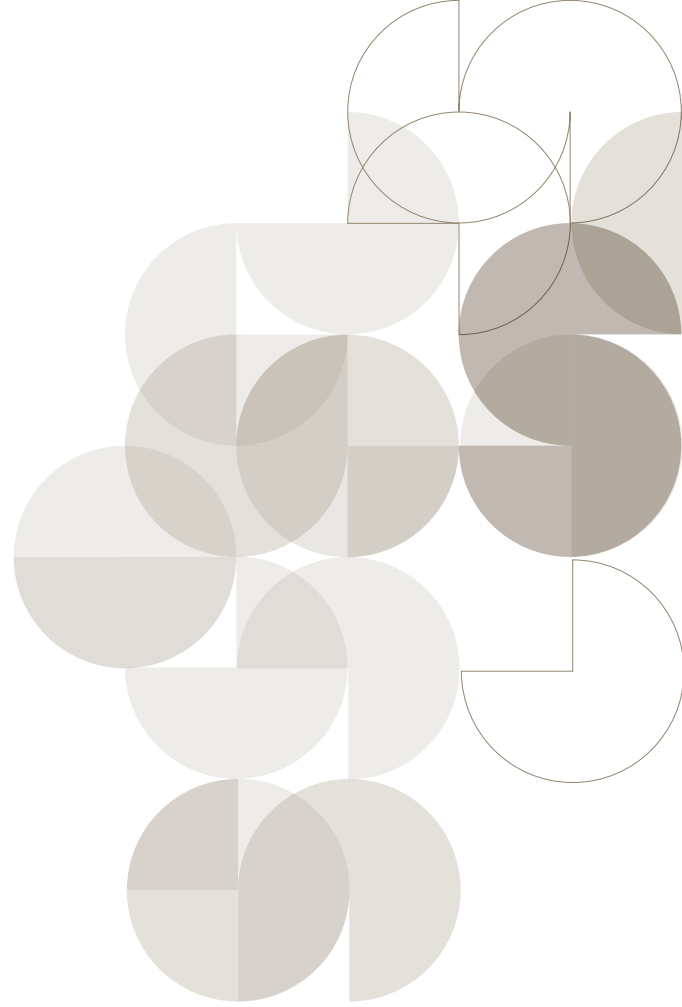
Prepare for Takeoff *(continued)*

- Scissors of four inches or less are permitted when they are accompanied by other ostomy supplies
- If you need bottled water on the aircraft to irrigate your pouch, simply purchase the water in the boarding area after you go through the security checkpoint
- You may carry on liquid medications, gels, and pastes. However, they must be less than 3.4 ounces each and visible in one quart-sized see-through bag
- It is recommended, but not required, for passengers to bring along any supporting documentation about your ostomy (ID cards, letter from doctor, etc.)
- If the name on the prescription medication label does not match your name, you should be prepared to explain why to the security officers

Airline Travel Tips

- Pack half of your supplies in your checked-in luggage and the other half in your carry-on bag in case of luggage loss
- Drink lots of water
- Know that air pressure will stir up some gas in your pouch; it's best to use a pouch with a filter when flying
- Have another pouch handy just in case things go awry
- If the seat belt on a plane fits too snug over your stoma, ask for a seat belt extension

Knowledge is power. Know the restrictions and your rights, and prepare for take-off!
More questions? Email them to tsa-contactcenter@dhs.gov.



[click here to download brochure PDF](#)

Secure Start Newsletter Resources

Secure Start Services

1.888.808.7456

Hollister Consumer Programs

1.800.740.8999

www.hollister.com

United Ostomy Associations of America, Inc. (UOAA)

1.800.826.0826

info@uoaa.org

www.ostomy.org

Wound, Ostomy and Continence Nurses Society (WOCN)

1.888.224.9626

www.wocn.org

Crohn's & Colitis Foundation of America, Inc. (CCFA)

1.800.932.2423

www.ccfa.org

C3Life.com

www.C3Life.com

Are you interested in having your story potentially featured in the Secure Start newsletter? Email us at securestartnewsletter@hollister.com

Secure Start



Hollister Ostomy. **Details Matter.**

Hollister Incorporated
2000 Hollister Drive
Libertyville, Illinois 60048 USA
1.888.740.8999

www.hollister.com



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