

SPOTLIGHT ON WOUNDS

Advances in Bleeding Control and Wound Care Management

Focus on: KIDS' NOSEBLEEDS AND EXTERNAL BLEEDING WOUNDS

LEARN HOW QR POWDER IS HELPING PEDIATRICIANS AND HEMATOLOGISTS TREAT PATIENT'S BLEEDING WOUNDS

- QR is being used for **Pediatric Emergencies** including nosebleeds, cuts, punctures, deep abrasions and avulsions.
- QR is **fast and effective**, reducing protocol time for nosebleeds and applying sutures.
- QR has proven effective in patients with **hemophilia, inhibitors, von Willebrand disease, Glanzmann's Thrombasthenia and thrombocytopenia from aplastic anemia or secondary to bone marrow transplants/chemotherapy.**
- QR is **easy to use** by parents for their kids' nosebleeds and even by kids themselves.



FREE Introductory Sample Kit

MORE INSIDE...

To learn more about QR products, how to order or share your feedback, contact: Biolife LLC, 1235 Tallevast Road, Sarasota, FL 34243
(Phone) 1-800-722-7559 • (FAX) 1-800-204-1115 • www.biolife.com

LEARN ABOUT THIS REVOLUTIONARY NEW PRODUCT!
PEDIATRICIANS AND HEMATOLOGY/ONCOLOGY SPECIALISTS
ARE USING QR TO TREAT KID'S NOSEBLEEDS AND EXTERNAL BLEEDING WOUNDS.



FREE SAMPLES

See Enclosed Information To Receive

BIOLIFE
1235 Tallevast Road
Sarasota, FL 34243

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GENERAL PEDIATRICIANS AND PEDIATRICIANS IN HEMATOLOGY/ONCOLOGY ARE USING AND RECOMMENDING QR AS A TOP CHOICE FOR BLEEDING CONTROL

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- 3....Get a FREE Introductory Sample Kit

TAKE A CLOSER LOOK AT QR



OTC, EFFECTIVE, EASY TO USE, AND LOW COST

FOR MINOR EXTERNAL BLEEDING WOUNDS & NOSEBLEEDS

- Proven to stop bleeding in seconds
- Forms an artificial, protective scab
- Doesn't work by cauterization
- Powerful antimicrobial properties

BIOLIFE

"I recommend that parents buy some of this OTC product, and keep it on hand at home or school ... QR Powder is easy for children to use themselves and is safe for use several times a day."

*Marcela Torres, MD
Pediatric Hematologist/Oncologist
Cook Children's Hematology Oncology Department*

I work in a pediatric hematology/oncology department... Previously, besides treatment with blood components or factor, our adjuvant methods to treat persistent, hemorrhagic nosebleeds associated with **hemophilia, inhibitors, von Willebrand disease, Glanzmann's Thrombasthenia and thrombocytopenia** from aplastic anemia or secondary to bone marrow transplants chemotherapy was to pack the nose with a nasal tampon, or salt pork and/or ask an ENT to use cauterization. We found QR Powder for Nosebleeds can work instantly for these types of nosebleeds and can be re-applied as needed. Our hospital keeps the product stocked in the pharmacy and it has been used in the ER, bone marrow transplant unit, on the floors and in the outpatient hematology/oncology clinic... Our staff was even able to use the powder for a very severe nosebleed on an inhibitor patient with excellent results. This saved having to infuse thousands of dollars worth of recombinant factor VII.

For a bleeding disorder patient, cuts, lacerations or any kind of skin tear can continue to bleed for hours or days. QR Powder and a little pressure is now what we use to quickly end the bleeding in a very cost-effective manner. I recommend that parents buy some of this OTC product, and keep it on hand at home or school.

"QR Powder works for nosebleeds associated with:

- Hemophilia
- Inhibitors
- Von Willebrand Disease
- Glanzmann's Thrombasthenia
- Thrombocytopenia

"

QR POWDER HELPS WITH PEDIATRIC EMERGENCIES INCLUDING CUTS, ABRASIONS, PUNCTURES, AVULSIONS, NOSEBLEEDS AND SOMETIMES REPLACES SUTURES.



QR POWDER HELPS PATIENTS TREAT A WIDE RANGE OF BLEEDING WOUNDS.



HOW CAN OTC QR POWDER HELP WITH PEDIATRIC EMERGENCIES?

- QR works effectively and reduces bleeding time
- QR is so easy to use that patients can treat themselves



"The few minutes it takes to stop most bleeding with QR powder is far less than the time I used to spend putting in sutures, using thrombin, giving DDAVP or factor replacements."

Randolph Cordle, MD, FACEP, FAAP, PEM

As an emergency physician and pediatrician, subspecializing in pediatric emergencies, I use QR frequently; it works very well for **deep abrasions, avulsions, cuts, punctures, and anterior epistaxis**. It is especially effective for patients on blood thinners, with low platelets or bleeding disorders. For example, I had a hemophiliac child with an avulsion of the fingertip who came in bleeding. His mother was very upset because a previous provider wanted to cauterize it with silver nitrate. I simply put a small, loosely applied tourniquet on to slow bleeding to slight ooze, applied QR powder, and then released the tourniquet. Child and mom were happy, and the bleeding stopped. I sent the QR package home with mom because she wanted to share the news of this great product with her hematologist and try to get some to keep at home for minor wounds. No additional factor needed; bleeding stopped!

The greatest advantages of this new product are its effectiveness, simplicity of use and comparatively low cost. It would cost significantly more to use some of the other agents on the market, and in my experience they are not nearly as successful at stopping the bleeding. The few minutes it takes to stop most bleeding with QR powder is far less than the time I used to spend putting in sutures, using thrombin, giving DDAVP or factor replacements. QR powder works well, is very cost effective, doesn't require refrigeration, and has practically no contraindications in the appropriate setting.

In addition, patients can buy QR products at their local store. The next time they get a cut, puncture or nosebleed they might be able to appropriately self-treat at home. If your department doesn't have QR, it should.

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"THE GREATEST ADVANTAGES OF THIS NEW PRODUCT ARE ITS EFFECTIVENESS, SIMPLICITY OF USE AND COMPARATIVELY LOW COST."

RANDOLPH CORDLE, MD, FACEP, FAAP, PEM



SEE FOR YOURSELF!
SEND FOR YOUR
INTRODUCTORY SAMPLE KIT
Fill-out enclosed card &
mail it today

QR POWDER HELPS PATIENTS BY ...

- Stopping the bleeding and avoiding unnecessary trips to the ER
- Decreasing bleeding-related treatment costs

From a mom with a 4 year old ...

"My four year-old was running through the house when he fell and slit his forehead open on a stereo speaker. The blood and tears would not stop, and I quickly became frantic. Luckily, I remembered a sample of Kid'sQR that I have received. I applied the powder, and the bleeding and tears stopped instantly!"

Maria Lemus

From a 16 year-old with von Willebrand ...
[QR] for me means my family spends less money, worries less, and I can finally have a normal life...

"I have von Willebrand disease. In the past ... If I saw no sign of [bleeding] stopping, I had two options: go to the ER or take ... a blood clotting medication that stops the bleeding in about 5 min. It causes my heart rate to skyrocket, [causes] panic, and severe fatigue afterwards. It also costs almost \$900 for 20 doses. Now I have only one option: QR Powder. Thanks to [QR], whenever I am bleeding, I just... pour it on. It stops my bleeding instantly... Thank you for this wonderful product."

Aaron Ledwith

From a mom with hemophiliac sons ...

"I just wanted to tell you thanks so much for coming out with these great products! My two youngest sons have hemophilia and my hematologist recommended your products for me to keep at home for them. I am so impressed that I also bought a supply for my daycare mom to keep at her house for my boys. It's nice to know people think about my boys and their needs!"

Jody Ayers

QR POWDER HELPS KIDS WITH BLEEDING DISORDERS LIVING IN DEVELOPING COUNTRIES



In developing countries, QR Powder will prove to be very beneficial. Our hemophilia treatment center is 'twinned' with the Hospital Dos de Mayo in Lima, Peru. We are assisting their hospital in establishing a comprehensive center for patients with bleeding disorders. [The Biolife team] donated cases of QR Powder to three of the hospitals in Lima and met up with us when we were doing a workshop in Peru.

Marcela Torres, MD
Pediatric Hematologist/Oncologist,
Cook Children's Hematology Oncology Department



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