

# Marketing Bulletin

## ECM Science and Decellularization Article and Abstract Guide

### WHO:

- For Convatec field sales personnel to disseminate to clinicians who desire to know more about:
  - The science of extracellular matrices
  - Decellularization of extracellular matrices

### WHAT:

- The scientific articles in this guide are product agnostic. The guide allows readers to do their own research.
- All eight articles are publicly available (in full), and the guide provides a link to the online publication of each paper.
  - Although papers are publicly available, publishers charge for article reprints.
  - Providing the links to online articles vs. providing the actual papers does not require reps to track transfer of value.
- An abstract of each paper is provided to give a concise overview of the research, methods, results, and conclusions.
  - All contributing authors are included, allowing for further research.

### HOW:

#### How to use and access the guide:

1. Go to the Sales Portal at [sales.innovamatrix.com](https://sales.innovamatrix.com)
2. Log in
3. Select "Sales Resources" then "Literature Library" from the drop-down menu
4. Download and print the ECM Science and Decellularization Article and Abstract Guide
5. Best practice:
  - Highlight the histology studies in the TriCleanse Brochure when presenting the "ECM Science and Decellularization Article and Abstract Guide."
  - Use the guide as a VAC Pack essential to provide grounds for using a product like InnovaMatrix® AC.



