

# SenSura<sup>®</sup> Mio in black.

One new colour.  
One million possibilities.

# The burden

As well as the physical challenges of living with a stoma, many patients also struggle with emotional challenges.





**52%**

state they struggle with embarrassing situations more than 5 years after surgery.<sup>1</sup>

**20%**

of people say they struggle to have an intimate relationship.<sup>1</sup>

# Why choice?

Users often feel out of control when they get an ostomy. Offering a relevant line of products to choose from can provide them some feeling of control. Choice can also help many patients come to terms with their situation, which is why having choice is so important to helping users adapt psychologically to living with a stoma.<sup>2</sup>



Patients have different bodies



Patients have different and varied lifestyles



Patients want flexibility



Patients want to feel in control



Patients want to agency in their own care





Having a choice of colour for their ostomy bag reduces the emotional burden of living with a stoma<sup>3</sup>. And a choice that is discreet, enables patients to feel:



**More confident,**  
with better self esteem<sup>3</sup>



**More in control,** with a feeling  
of greater ownership<sup>3</sup>



Greater **peace of mind**<sup>3</sup>



Less defined by their stoma,  
and **more 'normal'**<sup>3</sup>



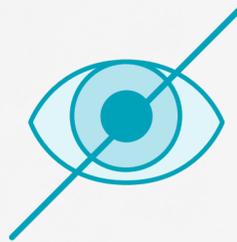
**More comfortable**  
in social situations<sup>3</sup>



**More positive** about their  
stoma bag and life with a  
stoma<sup>3</sup>

## Discretion defined

Patients need discreet ostomy solutions. They define this as a bag that 'doesn't alert the senses'.<sup>3</sup>



Bag not being visible



Bag not making sounds



Bag not smelling



○ — Bag not making sounds  
– by being made of a quiet  
material to reduce noise  
from rustling.



○ — Minimal odour – by having  
effective odour control thanks  
to its full-circle filter.

○ — Bag not being visible to others  
– by not being noticeable under  
dark clothes.

# Why black?



**Black is designed to go unnoticed**  
– and to be more discreet under dark clothing.



**Black looks good**  
– with clothes, and without.



**Black is less medical**  
– making the stoma bag feel like an accessory.

# SenSura<sup>®</sup> Mio. Choice without compromise.

It's the same ostomy bag your patients know and trust, with the same BodyFit Technology.

The only difference is the **colour**.





## References:

- 1 - Ostomy Life Study 2019, Consumer survey, Coloplast, Data on file, PM-24974.
- 2 - Lacuna OC Choices & aesthetics study, 2022. Coloplast Market research, Data on file, PM-30774.
- 3 - VoxBio study, 2021, Coloplast Market research, Data on file, PM-30776.
- 4 - Coloplast, Laboratory report, Clogging resistance comparison of filter systems in SenSura<sup>®</sup> Mio and competitor products, Coloplast Data-on-File, 04,2023, Comparators: Dansac NovaLife TRE, Pelican ModaVi, Salts Confidence BE, Hollister AF-300, Convatec Esteem +