Evaluation of performance, leads to better products?

How can the performance of absorbing products in use, be measured in a comparable and effective way?
Disclosure

- Jesper Nordlinder Standardization Development Director working for SCA Hygiene Products
- TENA absorbent products for incontinence is one part of the SCA product portfolio.
How to know what products that meet your needs best?
ISO 15621 – General Guidelines of how to evaluate urine absorbing aids

Standard was developed 1996, new revision to be published 2017.

The standard are built around 3 important areas to consider when choosing urine absorbing aids.

• User
• Usage
• Product
ISO -15621 Many needs to consider

Usage
- Ergonomics
- Carer
- Information
- Disposal
- Laundry
- Sustainability
- Safety
- Cost

Product
- Leakage
- Odour
- Skin health
- Comfort
- Discretion

User
- Life
- Independence
- Activities
- Needs
- Handling

May 2, 2017
Jesper Nordlinder
What is being evaluated today?
How are they evaluated today?

Lab methods

Capacity
- ISO 11948-1 (Rothwell), MDS (DE), Tarrifario (IT), Insalud (ES), NAFC (US), GOST (RU)

Rewet
- (DE), Tarrifario (IT), Insalud (ES), NAFC (US), GOST (RU)

Acquisition
- (DE), Tarrifario (IT), Insalud (ES), NAFC (US), GOST (RU)

None of today's existing methods are measuring in a userlike position (either a flat product or a pieces cut out of product)

In use test
Exist in some markets in different design
What is the impact of the current way of evaluating products?

- Today methods are only measuring a fraction of what is important when evaluating an absorbing aid

  → Which results in a risk of negatively impacting overall performance
    - Bulkier products
    - Unnecessary material in products

- None of the methods measure the products being worn by a user (rather than being flat or on pieces cut out of it)

  → Products designed to work well in use might not benefit from existing tests with a product being flat
Focus on performance in use rather than the product per se has the following effect:

- **Increase of innovations meeting actual needs**
  - If performance in use was measured the complex situation with the many needs identified in ISO 15621 would be taken into account and probably products meeting specific needs be developed.

- **Increased quality of products**
  - Quality is one important measurement of the performance and will be more transparent than today.

- **Increased differentiation of products**
  - Products meeting different needs
  - Todays lab methods are creating more of a base criteria to pass than to push for more performing products.

- **Increased focus on user and caregivers needs**
  - Their needs are identified in ISO-15621 and by measuring how well they are met, demands can be set on improving them.

- **Easier and probably cheaper for development countries to evaluate product performance**
  - Less need to purchase lab equipment.
Challenges with in-use test

- Quality of care (delivery & routines) influence performance of the product strongly
- Different types of products works well for different users
- Condition/health status of the user might affectability to manage incontinence
- Complexity
How can the performance of absorbing products in use, be measured in a comparable and effective way?

- Learnings from other areas?
- Test panels?
- Comparable test with 2 products?
- Other?