

Hibitane™

Obstetric Cream

Chlorhexidine Gluconate 1% w/w
(equivalent to 5% v/w Chlorhexidine
Gluconate Solution Ph. Eur)



Prevention is always better than cure



Now
available as a
single-patient
-use 50ml
bottle

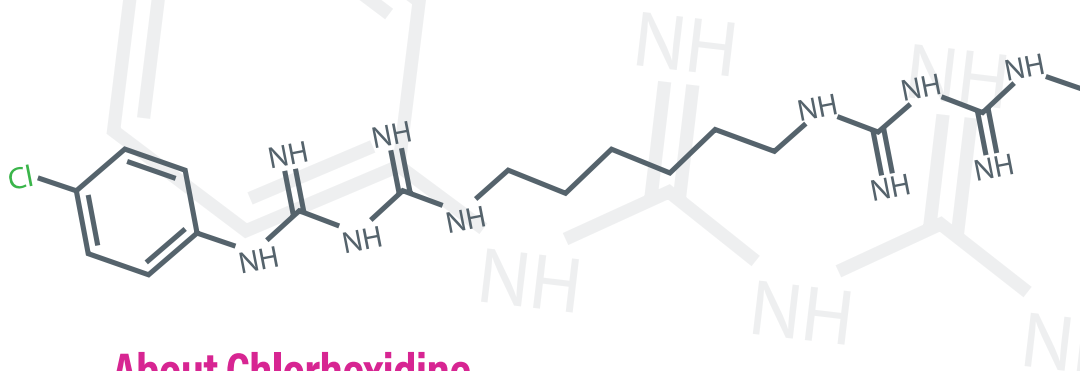
A chlorhexidine-based

**antiseptic
antimicrobial
lubricant**

licensed for use in Obstetrics
and Gynaecology

Another innovative product from
dermauk.co.uk





About Chlorhexidine

Chlorhexidine is a highly effective antiseptic and antimicrobial which is effective against a wide range of Gram negative and Gram positive vegetative bacteria, yeasts, dermatophyte fungi and lipophilic viruses.¹

Benefits of using Chlorhexidine in Obstetrics and Gynaecology

'Chlorhexidine is a well tolerated broad spectrum antiseptic which has been shown to reduce neonatal morbidity due to group B streptococcus. It is capable of neutralizing many infectious agents, viral and bacterial.'²

'Cleansing the birth canal with chlorhexidine reduced early neonatal and maternal postpartum infectious problems. The safety, simplicity, and low cost of the procedure suggest that it should be considered as standard care to lower infant and maternal morbidity and mortality.'²



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Obstetric Cream

The active Ingredient, Chlorhexidine Gluconate helps to reduce the risk of infection.^{2,3,4,5,6,7,8,9,}

Hibitane™ Obstetric Cream is an antimicrobial lubricant licensed for use in Obstetric and Gynaecological practice. Hibitane™ Obstetric Cream contains Chlorhexidine Gluconate 1% w/w, (equivalent to 5% v/w Chlorhexidine Gluconate Solution Ph. Eur) and has been used since the introduction by ICI in the 1960s in Obstetric and Gynaecological practice.

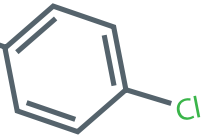
- A chlorhexidine-based antiseptic antimicrobial lubricant licensed for use in Obstetrics and Gynaecology
- The active ingredient, Chlorhexidine Gluconate helps to reduce the risk of infection
- Now available as a single-patient-use 50ml bottle
- Simple flipcap, quick and easy to use single-handed just when you need it
- Pleasant smell and non-sticky feel
- Colour provides visibility of area of application
- Does not damage and adheres well to gloves, instruments and equipment
- Pedigree formulation designed for optimum viscosity

Competition

Hibitane™ Obstetric Cream provides a trusted formulation for infection control in Obstetrics and Gynaecology

	Contains Chlorhexidine	Licensed for use in Obstetrics and Gynaecology	Developed specifically for Clinicians	Flip top for single handed use	Single-patient-use*
Hibitane™ Obstetric Cream	✓	✓	✓	✓	✓*
Optilube	✗	✗	✓	✓	✓
AquaGels	✗	✗	✓	✗	✓
KY Jelly	✗	✗	✗	✗	✓

*The 50ml pack size is designed for single-patient-use



Our Survey Said

Derma UK conducted a survey of 141 Healthcare Professionals and found the following¹⁰:

- 75% of those questioned in Maternity and Delivery use Hibitane™ Obstetric Cream
- 93% who use Hibitane™ Obstetric Cream use it at least weekly
- 64% of those questioned who work in Obstetrics and Gynaecology stated that, in their opinion using a lubricant that contains Chlorhexidine would help to reduce infections within their department.

Of those questioned who stated they use Hibitane™ Obstetric Cream as a lubricant in Obstetric and Gynaecological practice:

- 68% use Hibitane™ Obstetric Cream for vaginal examinations
- 41% use Hibitane™ Obstetric Cream during delivery
- 30% use Hibitane™ Obstetric Cream for other actions, including instrument lubrication and cleaning the skin



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Using Hibitane™ Obstetric Cream

Hibitane™ Obstetric Cream is widely used by Healthcare Professionals during physical internal examinations, and during labour and delivery in Obstetric and Gynaecological practice.

Hibitane™ Obstetric Cream is licensed for use in a variety of Gynaecological and Obstetric procedures. Common uses include **Spontaneous Vaginal Deliveries, Assisted Deliveries and PV Examinations.**

Hibitane™ Obstetric Cream may be spread onto the gloved hand of the examiner and applied liberally to the skin around the vulva and perineum of the patient.

Hibitane™ Obstetric Cream - Abbreviated Prescribing Information

Presentation: Hibitane™ Obstetric Cream is a cream containing Chlorhexidine Gluconate 1% w/w. **Indication:** An antimicrobial preparation for use as an antiseptic and lubricant in obstetric and gynaecological practice. **Dosage and Administration:** Apply liberally to the skin around the vulva and perineum of the patient, and to the gloved hands of the midwife or doctor. **Contraindications:** Contraindicated for patients who have previously shown a hypersensitivity reaction to chlorhexidine. However, such reactions are extremely rare. **Warnings and Precautions:** For topical application only. Keep out of the eyes and ears and avoid contact with the brain and meninges. Local stinging and/or chemical burns have been reported following off-label use of gauze packs soaked in Hibitane™ Obstetric Cream and left intra-vaginally for prolonged periods. **Undesirable Effects:** Irritative skin reactions can occasionally occur. Generalised allergic reactions to chlorhexidine including anaphylaxis have been reported but are extremely rare. **Package Quantities:** 50ml, 10 x 50ml and 250ml bottle. **Pharmaceutical Precautions:** Store below 30°C. Basic NHS Price: £4.80 (1 x 50ml), £48.00 (10 x 50ml) and £19.23 (1 x 250ml). **Legal Category:** GSL. **Marketing Authorisation Number:** PL 19876/0009. **Marketing Authorisation Holder:** Derma UK Ltd, Toffee Factory, Ouseburn, Newcastle upon Tyne, NE1 2DF, UK. "Hibitane" and "Derma UK" are registered Trade Marks. **Date of Revision of Text:** August 2021.

Please refer to the full SmPC before prescribing this product. Adverse events should be reported. Reporting forms and information can be found at www.mhra.gov.uk/yellowcard or search for MHRA Yellow Card in the Google Play or Apple App Store. Adverse events should also be reported to Derma UK on +44 (0) 191 375 9020.

References:

1. Derma UK Ltd, 'Summary of Hibitane™ Obstetric Cream Product Characteristics (SmPC)'. 2019 2. A, Fayed Bakr et al, Effect of Cleansing the Birth Canal with Antiseptic Solution on Maternal and Neonatal Mortality in Alexandria, American Journal of Paediatrics. July 2002, p. 379-383 3. Stray-Pedersen B et al, Vaginal disinfection with chlorhexidine during childbirth, Int J Antimicrob Agents. 1999 Aug;12(3):245-51. 4. E Taha T et al, Effect of cleansing the birth canal with antiseptic solution on maternal and newborn morbidity and mortality in malawi: clinical trial, BMJ 1997; 315 doi. 1997 July 26. 5. M McClure E et al, The use of chlorhexidine to reduce maternal and neonatal mortality and morbidity in low-resources settings, Int J Gynaecol Obstet. 2007 May, p. 89-94. 6. Adriaanse AH et al, Randomized study of vaginal chlorhexidine disinfection during labor to prevent vertical transmission of group B streptococci. 1995 Aug, p. 135-41. 7. Thomas-D et al, Activity of different antiseptics on Chlamydia trachomatis, Pathol-Biol, 1984, 32/5 Bis, p. 544-546. 8. Osborn-M-F et al, Effect of various analgesics and lubricants on isolation of Chlamydia trachomatis and Neisseria gonorrhoeae. J-Clin Microbiol, 1982, 15/3, p. 522-524. 9. Modak S et al, Rapid inactivation of infectious pathogens by chlorhexidine-coated gloves, Dept of Surgery, Columbia University, NY, NY, Infect Control Hosp Epidemiol 1992 Aug;13 (8) p. 463- 71. 10. Derma UK LTD, Hibitane™ Obstetric Cream Research, 2018 March. Data on file.

HIB/71/1121

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