

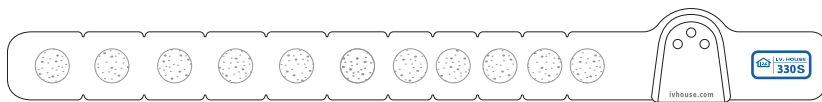


FOR IMMEDIATE RELEASE

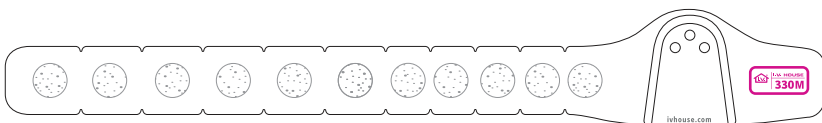
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**OUR SPECIAL DELIVERY FOR EARLY DELIVERIES:
THE I.V. HOUSE ULTRADRESSING® 330 SERIES**

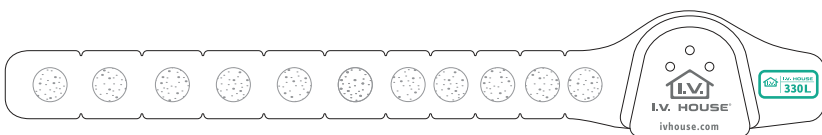
*Innovative new IV therapy device provides continuous safety
and tape-free protection to neonates and infants.*



I.V. House 330S UltraDressing
(for use with very low weight neonates)



I.V. House 330M UltraDressing
(for use with low to normal weight infants and neonates)



I.V. House 330L UltraDressing
(for use with neonates and infants)

ST. LOUIS, MO – I.V. House, Inc., the leading manufacturer of intravenous (IV) therapy site protection, introduces the new I.V. House UltraDressing 330 Series. Created by a pediatric nurse, with both the nurse and patient in mind, I.V. House devices are the only products of its kind, designed to effectively protect and help maintain the IV therapy site.

Our latest version is an UltraDressing with a much smaller dome that is specifically designed for neonatal patients. The state-of-the-art I.V. House UltraDressing 330 features a safe and comfortable, tape-free way to protect a successful IV insertion.

“Nursing has played a huge part in the development of the new products because anytime they asked for something new, we said ‘Ok, we’ll do it.’” states Lisa Vallino, nurse inventor and co-founder of I.V. House, Inc. “They wanted the smaller ones because some nurses were using medicine cups. So instead of asking ‘how much?’ we just said, ‘Ok, we’ll do it.’”

The new I.V. House UltraDressing 330 features a latex free, adjustable stretch fabric wrap with Velcro closure. It can be cut to size to fit the smallest patients. They are available in three dome sizes; small (330S), medium (330M) and large (330L).

Unsafe practices in IV Therapy site care and maintenance are the impetus behind the creation of I.V. House products. Over-taping, gauze or cohesive wraps can obscure the IV site early signs of developing complications. Tape removal is not only painful but can cause skin irritation, dislodgement and epidermal stripping, especially with the fragile skin of neonatal patients. Over-taping can also interfere with the moisture vapor transfer rate properties of the transparent dressing.

The ventilated transparent plastic dome of the I.V. House UltraDressing 330 provides uninterrupted access to insertion sites. Its adjustable soft and pliable fabric wrap provides comfort for safe and gentle IV protection.

PRESS RELEASE THE I.V. HOUSE ULTRADRESSING® 330 Series

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The I.V. House UltraDressing 330 series is among a family of innovative I.V. House products designed to provide safety, comfort and protection for IV therapy sites. The I.V. House products extend dwell time, meet primary prevention safety device recommendations, reduce complications and costs, and meet CDC guidelines for IV therapy and OSHA standards.

For more information on the complete line of I.V. House products or to purchase I.V. House UltraDressings 330 for your facility, please visit www.ivhouse.com or call 1.800.530.0400.

I.V. House, Inc., established in 1991 in St. Louis, Missouri, is the global leader in IV site protection, providing millions of IV site protection products throughout the U.S., Canada and worldwide.

Benefits Include:

- Permits Continuous Visibility for Care and Maintenance
- Ensures Maximum Patient Comfort
- Provides Securement and Stabilization of PIVS
- Extends Dwell Time
- Eliminates Exposed Looping
- Minimizes Tape – Maximizes Protection
- Decreases Painful Restarts
- Three Sizes Designed to Fit the Smallest IV Sites
- Soft and Silent Low Profile Velcro® Closures

**Especially Designed for the Smallest of
All Patients at the Request of Their Nurses!**