

Some of your patients do this

**2,000**  
times a year?

**BAIRD** | **CARE**  
has joined BD

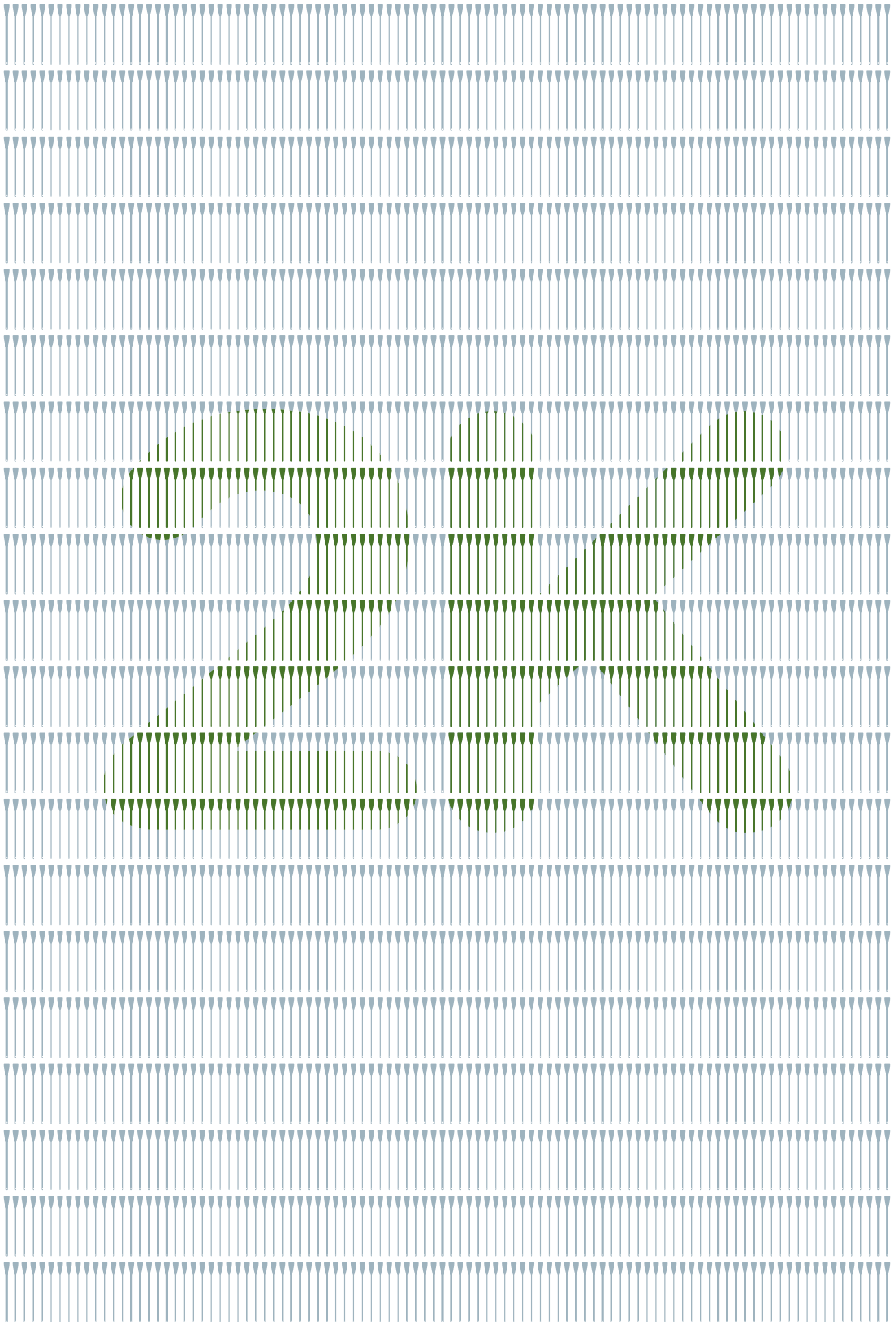


If your patients use catheters four to six times a day....



**...that's more than 2,000 times per year!<sup>1</sup>**

Based on a quantitative survey among 200 male intermittent catheter users with spinal cord injuries conducted in 2017, the average time spent by individuals to self-catheterize was 11 minutes which would represent over 365 hours per year opening packages, inserting catheters, draining their bladder, removing catheters, and disposing of the catheter and packaging when they are done.<sup>2</sup>



# What issues can patients encounter during self-catheterization?

## Complex

Using a catheter four to six times a day requires multiple steps to catheterize. It impacts virtually every aspect of one's life. Sometimes it can lead to infection and irritation for certain users.



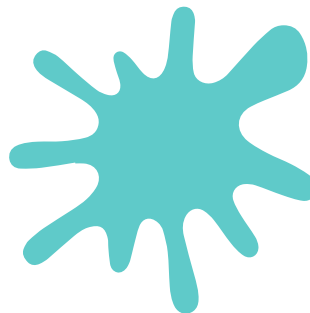
## Painful

Although intermittent self-catheterization has become the standard of care, some patients can experience pain and discomfort.



## Messy

Some patients have to deal with the mess from lubricating and hydrating catheters when catheterizing up to 2,100 times per year.



**These issues can contribute to patients not being compliant with your catheter orders.**

Studies have shown that positive patient experiences aid in compliance with a prescribed therapy.<sup>3,4</sup>

# The MAGIC<sup>3</sup> Go<sup>®</sup> hydrophilic catheter provides your patients with control, comfort and confidence.

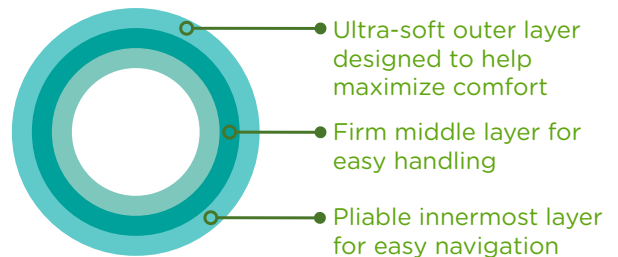
## Control

MAGIC<sup>3</sup> Go<sup>®</sup> hydrophilic intermittent catheters are easy to handle and eliminate the need to touch the catheter surface.



## Comfort

Our three-layer silicone catheter is designed to glide easily and comfortably through the urinary tract. In preclinical testing, MAGIC<sup>3</sup> Go<sup>®</sup> hydrophilic intermittent catheters show two to three times less insertion/removal force compared to the competitive products tested. *Preclinical data may not correlate to outcomes in humans.*



## Confidence

It is easy to carry, easy to open, and easy to use for your patients (discreet, foldable packaging and next generation coating that requires no fluid or lubrication before insertion).

Your patients can carry several catheters folded in a compact format throughout their day. its self-hydrating coating technology maintains the catheter in a hydrated state, requiring no patient activation. No water, no lube means NO MESS.



# Magic<sup>3</sup> Go<sup>®</sup>

INTERMITTENT CATHETER

with CleanGlide™ Technology

This **first-of-its-kind** MAGIC<sup>3</sup> Go<sup>®</sup> family of **hydrophilic** intermittent **catheters** offer several options including **adult male**, **coudé**, **adult female**, and **pediatric catheters** for everyday use.

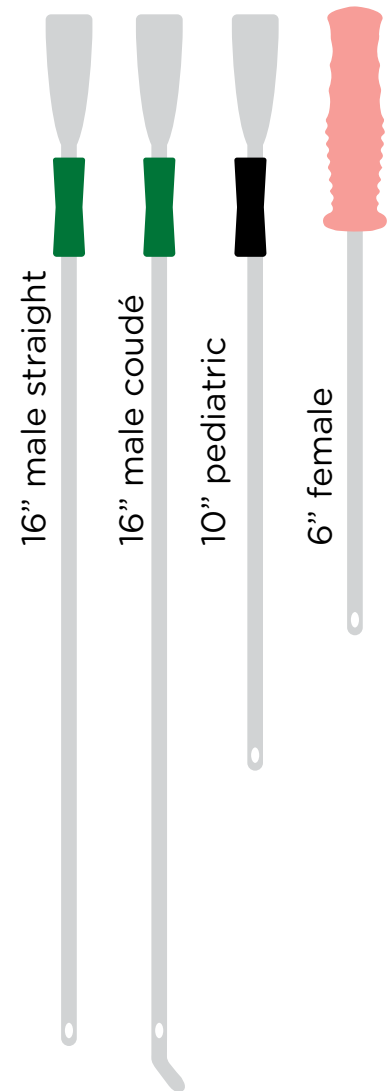
# Magic<sup>3</sup> Go<sup>®</sup>

INTERMITTENT CATHETER

with CleanGlide™ Technology

## Ordering information

	Item code	CH/ Fr size	Length	Tip style
16" male length catheters	53810G	10 Fr	16"	Straight
	53812G	12 Fr	16"	Straight
	53814G	14 Fr	16"	Straight
	53816G	16 Fr	16"	Straight
	53818G	18 Fr	16"	Straight
	53820G	20 Fr	16"	Straight
	50810G	10 Fr	16"	Coudé
	50812G	12 Fr	16"	Coudé
	50814G	14 Fr	16"	Coudé
	50816G	16 Fr	16"	Coudé
50818G	18 Fr	16"	Coudé	
10" pediatric length catheters	52806G	6 Fr	10"	Straight
	52808G	8 Fr	10"	Straight
	52810G	10 Fr	10"	Straight
6" female length catheters	51808	8 Fr	6"	Straight
	51810	10 Fr	6"	Straight
	51812	12 Fr	6"	Straight
	51814	14 Fr	6"	Straight
	51816	16 Fr	6"	Straight
	51818	18 Fr	6"	Straight



For more information about the MAGIC<sup>3</sup> Go<sup>®</sup> intermittent catheter or to order a sample, please contact your local representative or visit [bardcare.com](http://bardcare.com).

*Intermittent catheters are intended for draining urine from the bladder. Reuse of a single use device may create a risk of patient or user infection. Please consult product labels and inserts for more detailed safety information and instructions for use.*

1. Newman, D.K. and M.M. Willson, Review of intermittent catheterization and current best practices. *Urol Nurs*, 2011. 31(1): p. 12-28, 48.
2. BD, "ISC user experience research among 200 male spinal cord injury patients", 2017. Data on file.
3. Logan, K., The male experience of ISC awith a silicone catheter. *Br J Nurs*, 2015. 24(9): Urology Supplement.
4. Logan, K., The female experience of ISC with a silicone catheter. *Br J Nurs*, 2017. 26(2): p. 82-88.



Not made with natural rubber latex

Does not contain DEHP and/or phthalates

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1801-36 BMD/INCA/0218/0204

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