

THE THERAPY

LYMPHEDEMA  
LIPPEDEMA

MEDICAL

In our medical segment, we use a reassuring blue to represent our medical expertise within this segment.

**Target group:** Users who require compression therapy in an acute phase, for a fixed period of time, following HCP's advice



LIVE

Our lymphology products cater to consumers with more serious, life-long conditions. The purple tone is a vibrant color to reflect the fact that these products support consumers to live with their conditions.

**Target group:** Users who need to maintain their edema



Premium	JOBST® UlcerCare JOBST® Maternity JOBST® SensiFoot	JOBST® Bella™ Lite JOBST® Bella™ Strong Bellisse®
Value		
Basic	JOBST® ACTIVA Anti-Embolism	

OUR JOBST® BEST COMFORT PROMISE

We strive to offer compression garments that feel as comfortable as possible. Two aspects are at the heart of our promise: **the highest quality standards** in product development, materials, and production, and, above all, **close cooperation** in product selection and fitting with you, the healthcare professionals who know best what their patients need.

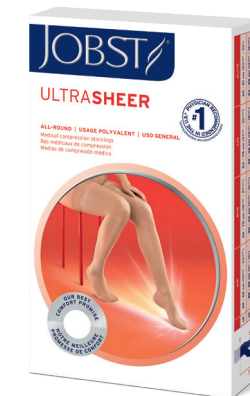


MORE TIME FOR YOUR PATIENTS

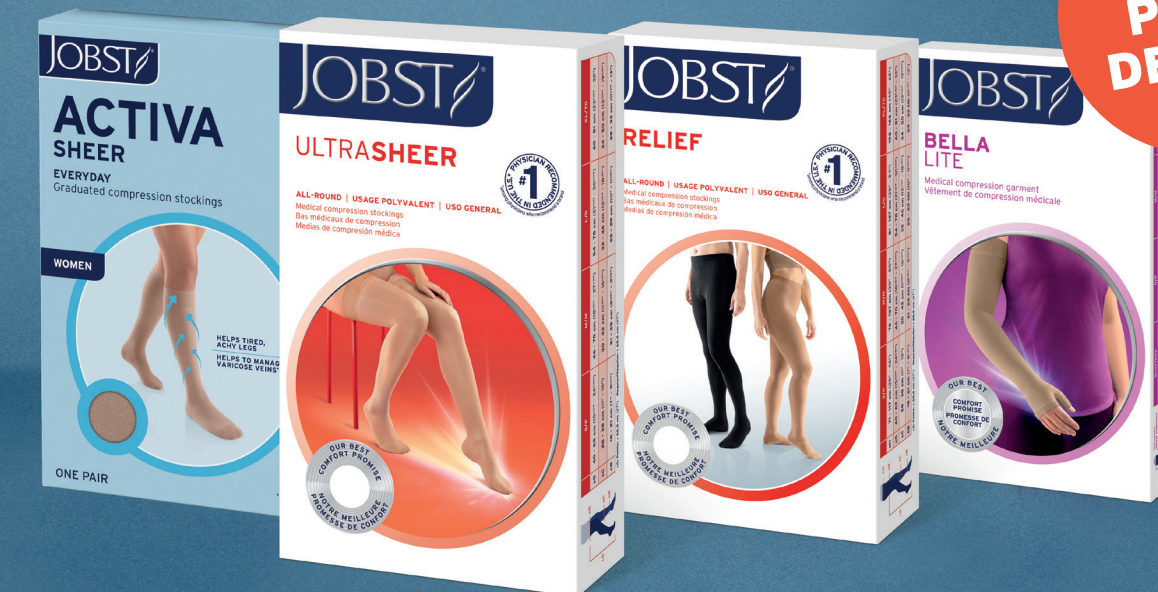
All in all, our new packaging is designed to make your job easier. When tested by fitters, the new pack design was shown to make it easier to find the right product. You'll find the pack you need at a glance thanks to clear color-coding and easy to identify information. This saves you time to check the right fit with your patients and allows you to spend more time with them.

**CONTACT YOUR JOBST® SALES REPRESENTATIVE TO FIND OUT MORE.**

For additional information, call 800.537.1063 or email [hms.sales.support@essity.com](mailto:hms.sales.support@essity.com)



THE RIGHT FIT. LOOK NO FURTHER.



NEW PACK DESIGN

With clear color-coding and product visuals, our new JOBST® package design helps you to easily find what you are looking for.



JOBST®, an Essity brand



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DEFY GRAVITY



# EASY PORTFOLIO STRUCTURE

## CLEAR COLOR-CODING FOR OUR READY-TO-WEAR PRODUCTS

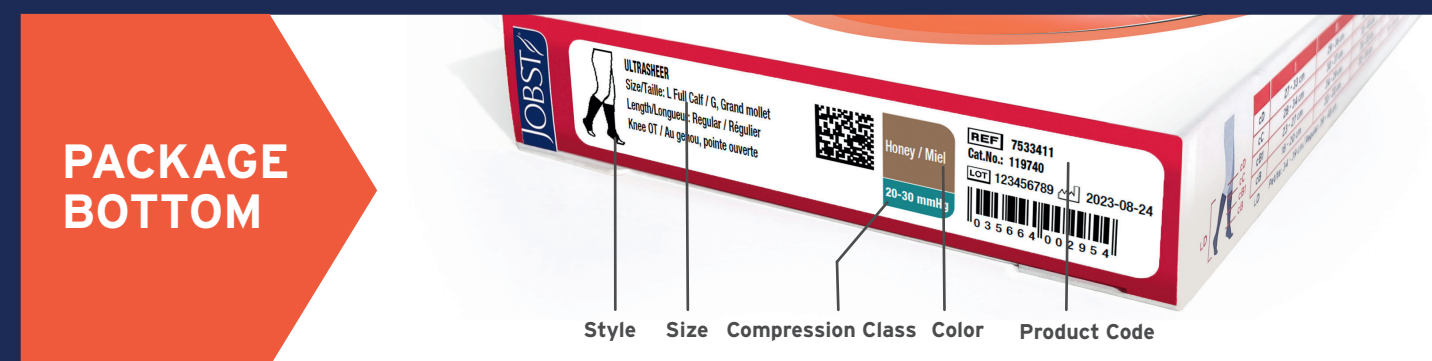
		VASCULAR		COMPRESSION
		<b>EVERYDAY</b> ALL-AROUND   SPECIALTIES		<b>SITUATIONAL</b> ACTIVE
		Everyday is the largest and best-selling segment in the portfolio. This segment is brought to life through a bold red to drive strong standout and a feeling of action.		Situational products help support an active lifestyle. Our green gives a feeling of energy and alludes to the outdoors to reinforce our product benefits.
		<b>Target group:</b> Users who require compression therapy on a daily basis to help prevent and manage venous disease symptoms		<b>Target group:</b> Users who require compression therapy to help prevent venous disease symptoms during specific situations or trigger activities (e.g., sports)
Premium	JOBST® Opaque JOBST® UltraSheer JOBST® forMen JOBST® forMen Ambition		JOBST® Style JOBST® forMen Casual	
	JOBST® ActiveWear JOBST® Sport			
	JOBST® Relief			
Value	JOBST® ACTIVA Sheer JOBST® ACTIVA Men's Dress JOBST® ACTIVA Opaque		JOBST® ACTIVA soSoft	
Basic	JOBST® ACTIVA Athletic			

# PACKAGING THAT STANDS OUT ON YOUR SHELF

Our new package design and color-coding makes it easy for you to identify the product your patient needs. You'll find all the required information easily at a single glance - with prominently placed product name and rejuvenated product visual showing clear gender positioning and product style.



Whether lying on a shelf or hanging, important information, such as size, color, and compression level, is always clearly visible.



# EASY NAVIGATION ON YOUR SHELF

Just like an intuitively designed package, a well-oriented shelf makes your job easier. With clear color-coding and product navigation, as well, your patients will easily find what they need. Here is our assortment recommendation for your attractive JOBST® shelf.

