

## CELLERATERX.COM REDESIGNED

Website Updated in Preperation for Increase In Traffic

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- Three New Personal Testimonials
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If you've visited CellerateRX.com recently, you've probably noticed that we've done some housekeeping. The CellerateRX website has been redesigned to cater towards both consumers and medical professionals seeking to better understand our products.

All of the old site content such as studies, product information, and testimonials remain, while product demonstration videos, downloadable white papers, newsletter sign-up, easier product ordering, and much more has been added.

We invite you to take a moment to see the new layout at [www.celleraterx.com](http://www.celleraterx.com). You will be impressed!



### Informational Videos



### In The News



### NEW VIDEO CONTENT ADDED

Product demonstration and news coverage videos have been added to [www.celleraterx.com](http://www.celleraterx.com)! We encourage you to visit the Training and Videos page to stay updated with the latest CellerateRX application procedures and news!

# SKIN TEARS

...CellerateRX gel treated skin tears were resolved in one week, with just one application. Non-CellerateRX treated skin tears were resolved in approximately 23 days.

*A Protocol Using Hydrolyzed Collagen for the treatment of Skin Tears:  
Cost-effective, accelerated healing rate, evidence-based  
Dr. Jame Fore, MD, FAPWCA, CMET - Cherie Rash, RN, BSN  
Tri-State Wound Healing and Hyperbaric Center, Clarkston, Washington*

The number of people 65 years of age and older is growing at a dramatic rate. In 2009 there were over 39,000,000 people over the age of 65. And according to the report "An Aging World:2008", the number of people worldwide who are over 65 years of age will double within the next ten years. Currently there are 506 million people over age 65; by 2040 that number will increase to an estimated 1.3 billion people!

One of the most visible signs of aging is in skin changes. The skin has many functions. Intact skin serves as a protector. It also helps control body temperature as well as fluid and electrolyte balance. The skin also contains nerve receptors that allow you to feel sensations such as touch, pain, and pressure.

As we age, the skin becomes thinner and the protective subcutaneous layer is lost. The ability to sense touch, pressure, heat and cold may be reduced. The end result is an increased risk for skin injury.

Skin tears are especially common in the elderly. Friction, rubbing, or even the simple act of removing a bandaid can result in a skin tear. In some cases, skin tears may become infected or may go on to become chronic wounds, so effective management of these tears is important.



CellerateRX gel is effective in managing all types of skin tears. The tacky consistency of the gel helps adhere the skin flap back in place. Infected skin tears can be treated by mixing CellerateRX gel with any topical anti-microbial agent. It is easy to use and therefore ideal for use at home as well as any healthcare setting.

At the American Professional Wound Care Association (APWCA) this April, Jane Fore, M.D. presented an evidence-based skin tear study that demonstrated CellerateRX gel treated skin tears were resolved in one week, with just one application. Non-CellerateRX treated skin tears were resolved in approximately 23 days.

**See the A Protocol Using Hydrolyzed Collagen for the treatment of Skin Tears study today at [www.celleraterx.com](http://www.celleraterx.com)!**

## DID YOU KNOW?

CellerateRX.com has numerous Evidence Based Studies showing the performance of CellerateRX FDA Indications!

- Diabetic Ulcers
- Ulcers due to Arterial Insufficiency
- Pressure Ulcers
- Surgical Wounds
- 1st and 2nd Degree Burns
- Traumatic Wounds
- Venous Stasis Ulcers
- Superficial Wounds

# Clinical Success Corner

Personal testimonials from both professionals and consumers, showcasing the benefits of CellerateRX

## Charles Silbert, Consumer

“About a year ago I was trying to deal with a wound on my foot that refused to heal. As the weeks went by with no improvement I began to lose hope. An acquaintance who is an R.N., whose specialty has been advanced wound care for the last 40 years heard about my wound, and suggested I mention CellerateRX to my doctor. The way she described her experiences with it sounded to good to be true; but at the point it was added to my regimen everything began to improve. Every time the bandage was changed I could see improvement, and finally, complete healing.

A few months ago a nearby area sustained a new wound. This time CellerateRX was part of the treatment from the beginning. In little more than a week I observed the wound fill and close. Phenomenal!

I’ve told every doctor I know about CellerateRX. I’ve never done that before, but real miracles in medicine are few and far between. Please feel free to use this to tell other people about this great product.”

## Ramona Maldonado LVN , Treatment Nurse

“I think that CellerateRX is a fantastic product! I have a patient that I have treated five times in the last two years for skin tears. When she gets one she always manages to do the job well. The first skin tear was on her leg and was 8cm long and 2 - 3cm wide. It was almost 1cm deep. On this little 100 lb lady that is pretty large. Thanks to CellerateRX it healed within two 1/2 weeks. This is a 104 year old lady with skin that is so frail and fragile that you can hardly tell if she has any subcutaneous tissue, as well as any adipose tissue. Healing any skin tear on this patient is a challenge. Fortunately for us we have CellerateRX on our formulary. Great product!!”



## Eric J. Lullove, DPM FACCWS, FAPWCA

”I have been using CellerateRx since 2005. I can say for certain, that this one product revolutionized my wound healing to a cost-effective and patient compliant model from one of high-end product use and low-cost effectiveness. The ease and use of the product mandates that every wound clinician have this as part of their own arsenal against every violation of the skin, from head to toe. I can also say that without CellerateRX on some of my patients, I am not sure if they would have healed the way they did.”

## Have a similar CellerateRX success story?

Share it with us, and help spread the benefits of Activated Collagen to those suffering from:

Diabetic Ulcers, Ulcers due to Arterial Insufficiency, Pressure Ulcers, Surgical Wounds, 1st and 2nd Degree Burns, Traumatic Wounds, Venous Stasis Ulcers, and Superficial Wounds

**email: [info@wndcare.com](mailto:info@wndcare.com)**

# ON OUR NEWSFEED



Drug Topics Newsmagazine for Pharmacists highlights CellerateRX Activated Collagen in their most recent issue <http://tinyurl.com/4upapuo>

28 Feb via web ☆ Favorite ↻ Retweet ↩ Reply



**CellerateRX** CellerateRx  
Wound Management Technologies to Present at 4th Annual OneMedForum San Francisco 2011 Conference  
[#WNDM](http://tinyurl.com/wndmonemed)  
7 Jan



**CellerateRX Activated Collagen**  
WNDM Secures Additional International Sales ; \$150K in New Orders for 2011  
[#wound #management #technologies](http://tinyurl.com/447b3od)  
April 7 at 6:36am via Twitter · Like · Comment · @CellerateRX on Twitter



**CellerateRX** CellerateRx  
CellerateRX Commences Direct-To-Consumer Sales Program via TV Spots Positive Revenue Impact in '11 Expected  
[#wndm](http://tinyurl.com/4hk5nbs)  
10 Mar



**CellerateRX** CellerateRx  
Managing wounds is expensive! Read the new white paper on CellerateRX Cost Considerations today [#diabetes #health](http://tinyurl.com/49m2nj5)  
2 Mar



**CellerateRX Activated Collagen**  
 **WNDM in the News**  
[www.wmgtech.com](http://www.wmgtech.com)  
WNDM quoted in National Eagles and Angels Association Press Release about New Dallas Chapter  
March 16 at 12:45pm · Like · Comment

## Collagen

Available through Wound Care Innovations, LLC, **CellerateRX activated collagen products** are now being sold in retail pharmacies. The products previously had been used in healthcare settings such as the Veterans Health Administration.



CellerateRX activated collagen products are now available in retail drugstores.

In addition to providing the skin structural support, collagen can actively assist in wound-healing processes — especially in diabetic foot ulcers and skin tears. Collagen has been proven to trigger every critical process involved in the body's healing of diabetic wounds and helps establish balance in the patient's wound bed.

The patented collagen in CellerateRX products immediately provides the properties of activated collagen to the body. Although the RX in the name may be a bit disconcerting, CellerateRX is an OTC product line, available in powder and gel forms, and FDA-cleared for all wound types except for third-degree burns.



**HAVE DAILY INDUSTRY & WNDM UPDATES DELIVERED DIRECTLY TO YOUR MOBILE PHONE**

- Promotional Materials
- Scientific Studies
- White Papers
- Product Updates
- Industry News
- Press Releases
- Discussions
- & More!

Search for: **"CellerateRX"**




Sign-up for our mailing list at [wmgtech.com](http://wmgtech.com) or [celleraterx.com](http://celleraterx.com) & stay updated every day!



Sign-up for our Newsletter here

Name

Add your name

Email

Add a valid address

[Sign-up](#)

# CELLERATERX SALES



## Retail

CellerateRX 28 gram gels are now being sold via television spots on a program produced by TVGoods, Inc for our authorized distributor Med3TV. You can view the spot that is currently on air at [www.getcelleraterx.com](http://www.getcelleraterx.com)

CellerateRX 6 gram gels are now being sold via an Internet campaign by Riptide Solutions. The Campaign is aimed mainly at first aid uses of CellerateRX. You can view their promotion at [www.mycelleraterx.com](http://www.mycelleraterx.com)

## Medical

Juventas, an affiliate of Biomet Texas, has entered to an agreement to distribute CellerateRX powder in North America in hospitals and other healthcare settings.

Omni Medical Supply joins the CellerateRX distributor community for product sales in certain southwestern U.S. States.



## International

Wound Management Technologies, Inc's Pharma Tech International joint venture has received orders for CellerateRX Powder and Gel products in Lebanon.



## UPDATES

### WMGTech.com New Pages

Wound Management Technologies has also updated their website with new “WNDM In The News” and “2011 Investment Conferences” pages. WNDM In The News will cover “company highlights in external media and publications, while our 2011 Investment Conferences page will update based on our presentation schedule.

### Secure eHealth Health Information Exchange integration shown at HIMSS 2011 Interoperability Showcase as part of GSI Health technology demonstration

Secure eHealth’s secure messaging and data delivery solution, CifraHC was included as part of GSI Health’s demonstration of a system capable of securely transporting clinical documentation in a fully integrated, multiple partner solution during the 2011 HIMSS Interoperability Showcase February 21 – February 24 in Orlando Florida.

The CifraHC, secure messaging and encrypted transport solution serves to securely store, notify and provide access to sensitive clinical data through its integration with GSI Health’s HISP (Health Information Service Provider).



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#### About Wound Care Innovations, LLC.

Wound Care Innovations, LLC (WCI) is a wholly owned subsidiary of Wound Management Technologies, Inc. (OTC Bulletin Board: WNDM.ob - News) with its corporate headquarters in Fort Worth, Texas, and regional offices in Ft. Lauderdale, Florida. WCI markets and distributes wound care products to the healthcare market under patented technology licensed to the Company. The Company is positioned and seeks to be a leading provider of wound care products. For more information on CellerateRX®, please visit the WCI web site at <http://www.celleraterx.com/>.

#### About Wound Management Technologies, Inc.

Wound Management Technologies, Inc.'s primary focus is the distribution of its unique, patented collagen product, CellerateRX®, in the \$3.2B worldwide advanced wound care market, a market that is growing due to aging populations and the increase of diabetes. Over the past 2 years Wound Management has focused on developing evidenced-based studies on CellerateRX® and gaining physician awareness by participation in key industry conferences. Now Wound Management is focused on expanding sales through partnerships and contracted independent representatives. Wound Management has other advanced biotech products in development for bone wax, bone void fillers and shingles pain reduction as well as a subsidiary focused on eHealth technology for secure healthcare data collaboration and storage. More information can be found on the company's web sites: <http://www.wmgttech.com>, <http://www.celleraterx.com>, and <http://www.securehealth.com>.