



## Gentle Pressure Sensitive Adhesive (Gentle PSA) Technology

**Introducing a repositionable skin-contact adhesive with unique 24-hour “soft release” technology**

Enhanced comfort, wearability, and repositionability during the first 24 hours of wear without sacrificing adhesion—from a leader in materials science.

Avery Dennison Medical has taken two opposing forces, strength and gentleness, and combined them into a new acrylic adhesive technology that redefines the parameters of adhesion. The Gentle PSA was created for skin-contact applications that require flexibility and a gentler “soft release” at the onset of use without sacrificing static shear. This unique performance mechanism—the ability to remove, reposition and replace—remains active for 24 hours before reverting to traditional acrylic adhesion. This opens the door to the development of a wide range of product-differentiating innovations.

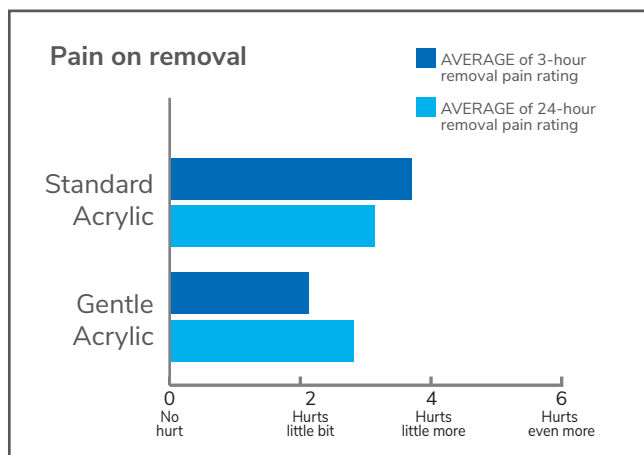
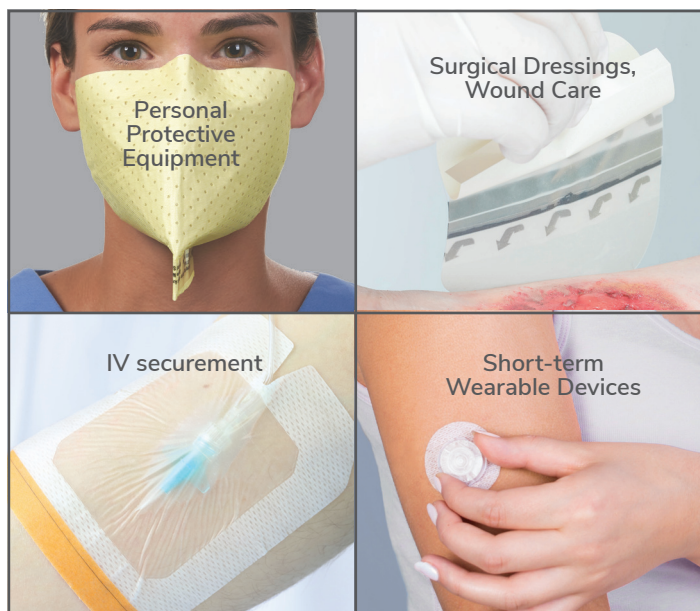
### **Gentle PSA technology features and benefits**

- Delivers “soft release” from skin during first 24 hours of contact
- Allows atraumatic repositioning or temporary removal
- Static shear, MVTR and liner release of normal acrylic adhesive
- EtO and gamma sterilizable
- Adhesive can be coated on a wide array of carriers and designs
- 2-year shelf-life when stored in original packaging at 23° C/73 F°, 50% relative humidity, out of sunlight

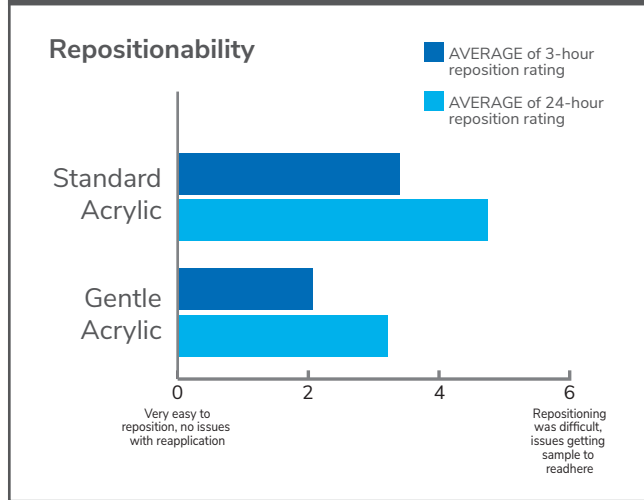
# Create Novel and Next-Gen Solutions with Our Gentle Pressure Sensitive Adhesive Technology

An adhesive that delivers 24 hours of secure, gentle, repositionable strength, then begins to exhibit the characteristics of a typical acrylic adhesive.

Imagine the possibilities.



Top: Graph shows average pain of removal at 3 hours and 24 hours. Bottom: Graph shows average ease of repositionability at 3 hours and 24 hours.



PRODUCT	DESCRIPTION	ADHESIVE TECHNOLOGY
MED 5732	Tan polyurethane nonwoven	Gentle acrylic adhesive designed for medical applications
	Various other substrates are under development	

Partner with us to develop unique products with Gentle Pressure Sensitive Adhesive technology. Bring us your ideas and let's explore the possibilities of this exciting new adhesive option.

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