Newsletter



- News from Hollister Get Back in the Game
- 9 | Healthy Holiday Recipes
- 14 | Event Update Youth Rally 2014

Cover Story Take the Plunge

COVER STORY

Take the Plunge

Ryan Stevens makes waves for Inflammatory Bowel Disease awareness

This past August I challenged myself to swim 24 miles across Lake Erie. It wasn't for the glory or to break some kind of record (though that would be pretty cool), but simply to raise awareness for Inflammatory Bowel Disease (IBD). You see, I'm not only a competitive swimmer and triathlete, but I'm also a 41-year-old husband and father living with Crohn's disease. "Living with" is the operative phrase here. Let me explain.

There are a lot of misconceptions about Crohn's disease out there. People think that we just go to the bathroom a lot, but it's a debilitating disease that sometimes requires multiple surgeries. There is no cure. I was so sick that I got down to 120 pounds—and I'm over 6 feet tall! I lived on

the couch until my wife said, "Hey, why don't you go to the doctor?" She saved my life, because in March of 2009 I was diagnosed with Crohn's disease and two years later, I had surgery at the Cleveland Clinic that resulted in an ileostomy.

I was on the swim team at the University of Toledo and got hooked on doing triathlons in 2008, so I wasn't going to let the ileostomy keep me from doing what I love to do. Just three months after surgery I got my doctor's permission to get back in the water. I was nervous about going to my local YMCA, but I was the only one who noticed I had a pouch. Sure, it was hard to get back in shape. I got in the water that first day and I said to myself, "I'm only going to swim 500

(continued on the next page)



COVER STORY

Take the Plunge

(continued)

meters." With the first stroke I was sore, but I swam a mile! After that I just had to start building. I kept going back to the pool and added in weightlifting and some running. Then in 2011 I decided to bite the bullet and do a relay with my friends. One buddy did the bike portion and the other did the run—and you guessed it—I did the swim. I was so nervous about the pouch peeling off, or someone accidentally kicking me in the stoma that I wore a wetsuit, which worked great.

My surgeon was able to reverse my ileostomy, but that doesn't mean I may not need surgery again. Unfortunately, that's the way Crohn's rolls.

This past May I did my first Olympic distance triathlon in six years! The race consisted of a one-mile swim, 40-kilometer bike and 10-kilometer run. I beat my fastest time by 12 minutes finishing at 2 hours and 36 minutes.

I was so happy with the care I received from the Cleveland Clinic that I decided to launch the "Lake Erie Swim", a 24-mile journey to raise awareness for IBD and donations for the clinic. Here's how it works: My wife and thirteen-year-old son are on a boat nearby to watch and support me, while my best friend, Chris, is in a kayak to throw me a lifeline, if necessary. I am not allowed to touch the boat, however I can refuel.

(continued on the next page)

Ryan's Stats

August 2011 Relay

Half-mile swim in 8 minutes

May 2014 Triathlon
2 hours and 36 minutes

August 2014 Triathlon 2 hours and 28 minutes

August 2014 Lake Erie Swim 22 miles in 16-1/2 hours

September 2014 Tough Mudder Finisher





Making a choice not to let an ileostomy slow him down

COVER STORY

Take the Plunge

(continued)

The weekend before Labor Day I jumped in the water at about 6:30 am and by 10:00 pm I had swam 22 miles! The only reason I had to stop was stage-two hypothermia, but hey—I consider it a huge success. Thanks to the pharmaceutical company that supplies my meds and their public relations firm, we made almost 700,000 people aware of the swim and IBD, and raised \$5,000 for the Cleveland Clinic.

I recently learned that Crohn's has spread to my small intestine, but I am not going to let it slow me down—and you shouldn't, either. If you have IBD and aren't happy with your quality of life, talk to your doctor or call your Secure Start Lifetime Service Coordinator at 888-808-7456 to see what options are available to you. And, if you're a swimmer—get back in the water as soon as possible! I'll see you there.

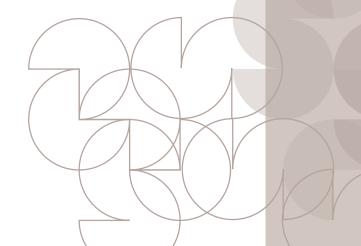
Follow Ryan's progress in his blog at crohnsguy.com



- ✓ Set a goal
- ✓ Put in the necessary training
- ✓ Focus on yourself, not what others are doing or have accomplished
- ✓ Listen to your body
- ✓ Take a day or two off from training if need be
- ✓ Believe in yourself
- ✓ Have fun!

Financial Disclosure: Ryan Stevens received compensation from Hollister for his contribution to this newsletter.







ASK THE EXPERT

Skin Fitness

Here are suggestions for ways to keep the skin around your stoma healthy and clear

By Joy Boarini, MSN, WOC Nurse Director, Global Clinical Education, Hollister Incorporated

Just as people are into exercise these days, it seems as if they're also into healthy skin. For example, more people are conscious of protecting their skin from sun exposure, spa treatments have become more commonplace, and advertisements proclaim they can keep you looking young. With all this attention to skin, you also want to be sure and pay attention to the skin around your stoma.

It is important to maintain the integrity of the skin around the stoma even if you are the only one who sees it. The skin around the stoma (peristomal) is like the skin around other places on your body and it should look the same. It is not normal for it to be reddened, irritated, broken or painful. You might be surprised at how many people think it is normal to put up with this, but it's not.

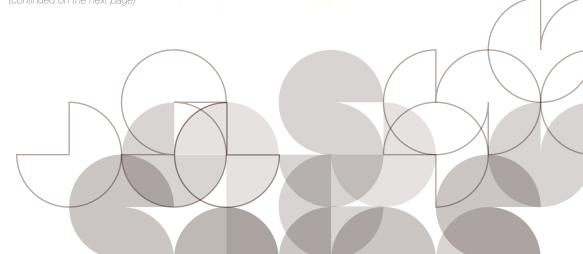
Here are a few basic tips for healthy skin care:

- When removing any adhesive, support the skin and gently peel. Don't rip off the pouching system.
- If you have difficulty removing adhesives, or if you have fragile skin, think about a skin barrier wipe or an adhesive remover. These are very different products with different purposes. Be sure you understand how to use them correctly.
- If you choose to use a skin barrier wipe or adhesive remover, varieties provide a skin-friendly alternative to alcohol-based products.

(continued on the next page)







ASK THE EXPERT

Skin Fitness

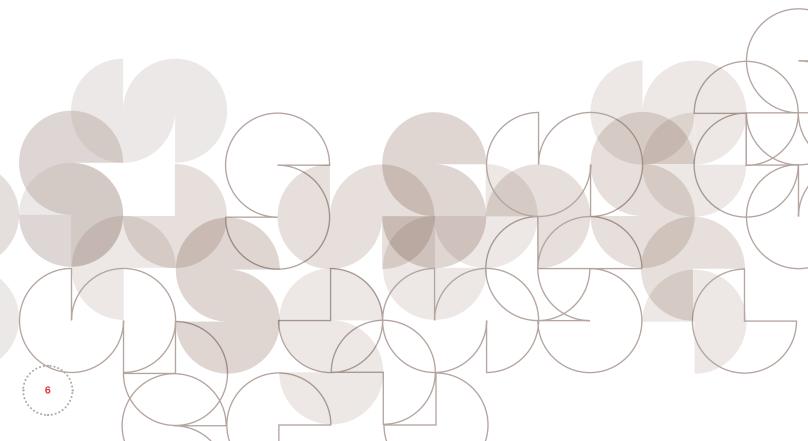
(continued)

 Examine your skin with each pouch change and respond quickly if a problem is noted. Home remedies are not always beneficial. A visit to your WOC/ET nurse will help to determine the cause.

- Keep your skin cleaning routine simple. Most people
 only need water to clean the skin. If you use soap,
 make sure it is non-oily and that you rinse and dry your
 skin before applying your pouching system.
- Make sure you use the right skin barrier for your stoma and skin type. Some skin barriers work better depending on the type of discharge you have and the frequency with which you routinely change your pouching system.
- If your skin is damaged, open and/or moist, the skin barrier will not adhere well. It is important to determine the cause. Guessing is usually not a good idea. Your WOC/ET nurse may recommend that you use a skin barrier powder to dry up the moist skin. Once your skin recovers, you can stop using the powder.

Remember, no skin irritation is normal, but it is common to have an occasional minor skin problem. Peristomal skin health contributes to your overall well-being. It begins with your skin!





FROM HOLLISTER

Get Back in the Game

Your ostomy doesn't have to bench you

Can I resume my same level of fitness after surgery? Will my pouch fall off while swimming? How about contact sports? Might I damage my stoma? What if people notice I'm wearing a pouch? If these are some of your questions regarding sports and fitness, you're definitely not alone.

As long as you have no complications and your doctor has no objection, you can enjoy almost any kind of sporting activity. The good news is that though your stoma may look vulnerable, it is in fact quite hardy. The surgical incision should be fully closed just about ten days after your surgery, and over time, the scar tissue surrounding the stoma will reach its optimum strength.

Getting Started

There are some ground rules that everybody should abide by when exercising, including people with ostomies. One is to protect the abdomen from developing a hernia. A good idea is to begin with gentle abdominal exercises such as sit-ups and walking. Another is to always stay hydrated, particularly if you have an ileostomy. Water is the best fluid to rehydrate the body. It is also particularly important that you manage your weight and stick to a healthy diet. Keep in mind that results come from the best possible balance between diet and exercise.

Walking and Biking

Take it easy and start out slowly when beginning your foray into fitness. Walking can be started soon after surgery and gradually increased to a faster pace, adding minutes and distance over time. It gets the blood flowing, helps with mental alertness and will slowly strengthen you. Biking is also an excellent option that doesn't put too much strain on the abdomen. Like walking, introduce biking slowly (even with a stationary bike) and increase it to higher levels over time. Training with light weights can help strengthen dormant muscles.

(continued on the next page)



FROM HOLLISTER

Get Back in the Game

(continued)

Aerobic Exercise and Swimming

As you get stronger, try some aerobic activities such as skating, golfing, jogging or tennis. Swimming is not only one of the best forms of exercise for every part of the body, but it can also be taken up gradually—gently at first—so as to build up stamina at a steady pace.

Pouch Security

If you fear that your pouch may come loose in the water, fear not! It is very unlikely, even when diving. For added security, a snug bathing suit can help keep it in place. Another pouch concern may come into play with contact and team sports. Many people use a firmly fitted waistband or girdles to keep the pouch securely in place to prevent damage. You might also try running tights or Lycra shorts. Empty your pouch at the beginning of any activity, and if you have a colostomy and you wish to minimize the flow from the stoma, stick to a low-fiber diet.

Challenge Yourself

Once you have built up your strength you can set more ambitious goals, like running a marathon or doing a triathlon like Ryan Stevens. Whatever you do, whether it's a contact sport like football or karate, or something that requires bending like bowling or golf, it will take some planning ahead—but it's all possible. No matter what you choose, get back in the game as soon as possible!

For more information, check out our Lifestyle Series "Sports and Fitness with an Ostomy" brochure







Healthy Holiday Recipes

Stay fit and healthy this season with these lean takes on some time-honored favorites





Submitted by:

Jayme Schuler

Home Health Coordinator

Food that may contribute to blockage include high-fiber foods such as: celery, Chinese vegetables, coconut, corn, nuts, dried fruit, and popcorn.

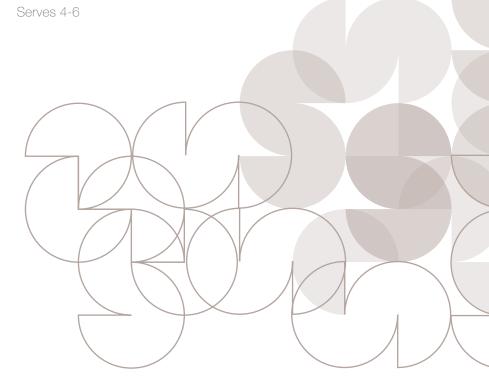
Butternut Squash Soup

5 cups chicken stock

- 1 cup apple cider
- 6 cups butternut squash, (about 2 lbs) peeled and cubed
- 2 Granny Smith apples, peeled and cubed
- 1 large onion, chopped
- 2 shallots, chopped
- 1-2 tablespoons fresh rosemary, or 2 teaspoons dried
- 1-2 tablespoons fresh thyme, or 2 teaspoons dried
- 1/2 cup sugar

1/2 cup Half and Half

Simmer all ingredients, except Half and Half and sugar, until the squash, onions and apples are soft, about 20 minutes. Puree. Add sugar. Just before serving, stir in Half and Half. Garnish with swirl of Half and Half and a sprinkle of rosemary.



Healthy Holiday Recipes

(continued)





Submitted by:

Beth Howard

Secure Start Trainer

Healthified Scalloped Potatoes and Ham

4 cups cubed, unpeeled red potatoes

1 teaspoon olive oil

1 cup chopped green pepper

1/4 cup chopped onion

11/4 cups skim milk

2 tablespoons flour

1/4 cup fat-free mayo

1/8 teaspoon black pepper

1 cup fat-free cheddar cheese

2 cups cubed cooked ham

Place potatoes in 2-quart saucepan; add enough water just to cover potatoes. Heat to boiling. Reduce heat to medium-low; cook uncovered 8 to 10 minutes or until tender. Drain.

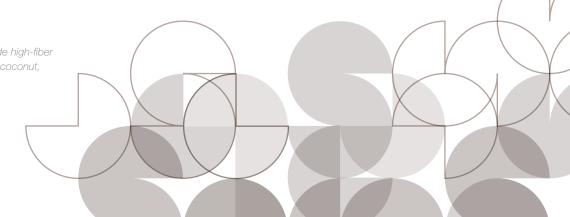
Heat oven to 350°F. In 10-inch nonstick skillet, heat oil over mediumhigh heat. Add green pepper and onion; cook 3 to 4 minutes, stirring occasionally, until vegetables are tender.

Meanwhile, in small bowl, mix milk and flour with wire whisk until well blended. Stir into vegetables in skillet. Heat to boiling. Reduce heat; cook uncovered 2 to 3 minutes, stirring constantly, until thickened. Stir in mayonnaise, pepper and cheese; stir until cheese is melted.

Place ham and potatoes in ungreased 2-quart casserole. Pour milk mixture over ham mixture; stir to mix. Bake uncovered 25 to 30 minutes or until bubbly and light golden brown on top.

Recipe from: LiveBetterAmerica.com

Food that may contribute to blockage include high-fiber foods such as: celery, Chinese vegetables, coconut, corn, nuts, dried fruit, and popcorn.



Healthy Holiday Recipes

(continued)





Submitted by:
Heather Budorick
MSN, RN, CWOCN
Clinical Education Specialist

Food that may contribute to blockage include high-fiber foods such as: celery, Chinese vegetables, coconut, corn, nuts, dried fruit, and popcorn.

Pistachio-Orange Biscotti

13/4 cups all-purpose flour

1/2 teaspoon baking soda

1/2 teaspoon baking powder

1/8 teaspoon salt

1/2 cup unsalted butter, at room temperature

1 cup granulated sugar

2 tablespoons grated orange zest

11/2 teaspoons vanilla extract

2 eggs

11/2 cups unsalted shelled pistachio nuts

Sift together the flour, baking soda, baking powder and salt into a bowl; set aside. Combine butter, sugar, orange zest and vanilla in a large bowl. Using an electric mixer set on high speed, beat until light and fluffy. Mix in the eggs, one at a time, beating well after each. Reduce the speed to low, add the pistachios and mix in. Add the flour mixture and mix just until incorporated. Cover and refrigerate until well chilled, about 1 hour.

Preheat oven to 350°F. Butter and flour a large baking sheet.

Divide the dough in half. Using lightly floured hands, roll each half on a lightly floured surface into a log 1½ inches in diameter. Arrange the logs on the prepared baking sheet, spacing them 5 inches) apart.

Bake until light brown and firm to the touch, about 30 minutes (logs will spread during baking). Remove from the oven and let cool slightly on the baking sheet. Leave the oven set at 350°F.

Using a spatula, carefully transfer the logs to a work surface. Using a serrated knife, cut on the diagonal into slices $^3/_4$ inch thick. Arrange the slices cut-side down on the baking sheet and bake until golden brown, about 15 minutes. Transfer the cookies to wire racks to cool. Store in an airtight container at room temperature for up to 2 weeks. Makes about 3 dozen.

Recipe from: Williams-Sonoma.com

Healthy Holiday Recipes

(continued)



Submitted by: Mary Rome Lifetime Service Coordinator

Food that may contribute to blockage include high-fiber foods such as: celery, Chinese vegetables, coconut, corn, nuts, dried fruit, and popcorn.

Italian Bread Salad

8 cups cubed Italian or French bread lightly toasted

3 cups chopped tomatoes

1 cup minced fresh basil

3/4 cup Italian Salami slices cut into strips

1/2 cup shredded mozzarella cheese

1/2 cup thinly sliced red or white onion

1/2 cup olive oil

2 tablespoons cider or red wine vinegar

1/2 teaspoon salt

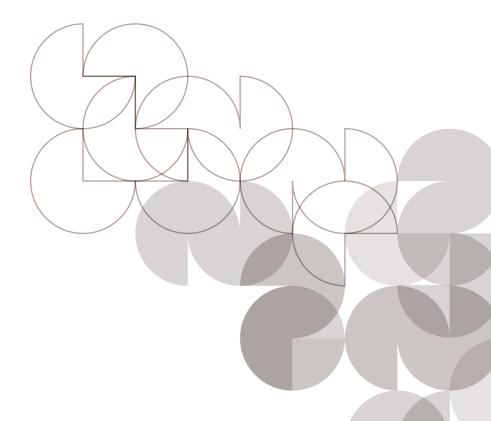
1/2 teaspoon pepper

1 garlic clove, minced

In a large bowl, combine the bread, tomatoes, basil, Italian Salami, shredded mozzarella cheese and onion.

In a small bowl, whisk together the remaining ingredients; drizzle over bread mixture. Cover and let stand for 30 minutes before serving.

Serves 8



Healthy Holiday Recipes

(continued)



Lifetime Service Coordinator

Submitted by: Alfredo Garcia **Holiday Cranberries**

1 lb. fresh organic cranberries

1 cup fresh orange juice

Zest of 1 orange

1/2 cup golden raisins

1/2 cup dried cherries

1 teaspoon ground coriander

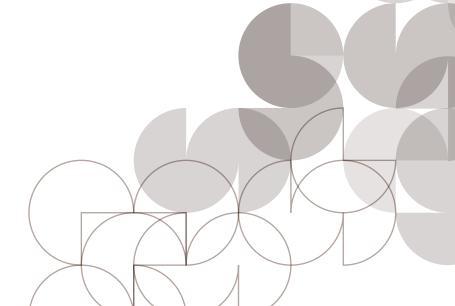
1/4 teaspoon cardamom

Dash sea salt

Dash freshly ground pepper

Organic sugar, to taste

In a medium nonreactive saucepan combine cranberries, juice, zest, dried fruit, spices, and sugar (start with 1/4 cup; keep it fairly tart). Simmer until cranberries begin to pop and flavors blend, about 10-15 minutes.



Food that may contribute to blockage include high-fiber foods such as: celery, Chinese vegetables, coconut, corn, nuts, dried fruit, and popcorn.

EVENT UPDATE

Youth Rally Sweeps San Diego

Young people from far and wide experienced a different kind of summer camp

At the 2014 Youth Rally, 113 young campers descended upon the University of San Diego in July and their lives will never be the same. This amazing summer camp provides a safe, welcoming environment for young people ages 11 to 17 who are dealing with bowel or bladder management issues. Campers come with few expectations and leave understanding that everyone has the same opportunities to achieve their goals regardless of medical or physical differences. This year was no exception. Highlights included motivational speaker Blake Fly, an interactive seminar led by Bob Heitker (a long time counselor) who just returned from the Peace Corps, a fitness day, a bowling party, trips to Mission Beach and Belmont Park and more! Of course. there were educational sessions about medical conditions. products and management techniques as well as lots of shared stories and invaluable bonding.

The 2015 Youth Rally is planned for July 13-18 at the University of Colorado Boulder. Know a young person who would benefit from this life-changing experience? Go to

Rally Counselor, Bob Heitker, who told campers about his two years serving in the Peace Corps in St. Lucia.















Quilt made by camper groups

Counselors listen during training for the week

Got a Minute?

Take Our New 60-Second Online Survey!

In our last issue we asked you to take a quick and easy survey. We're already hard at work incorporating your answers into solutions to help make a difference in your life and in the lives of others who use our products. Please take another minute to let us know a little more about your experience living with an ostomy. We'd also like to know if you'd be interested in participating in a live interview or speaking with us further regarding your ostomy needs.

If you have 60-seconds to spare, please click the link below.

GO NOW!



A Great Pouch Becomes **Even Better**



Introducing our latest urostomy pouch innovations

We're pleased to announce three new features of our New Image™ urostomy pouch:

- Softer tap material, and a streamlined shape help provide improved comfort
- New multi-chamber design enables a more balanced collection of urine, and a lower profile
- Improved adapter design helps facilitate connection to a bedside drainage collection system

Call us to request a sample today!

1.888.808.7456



Hollister Ostomy. **Details Matter.**™

Share Your Story

Are you interested in having your story potentially featured in the Secure Start newsletter? Email us at securestartnewsletter@hollister.com

Secure Start Newsletter Resources

Secure Start Services

1.888.808.7456 www.hollister.com

United Ostomy Associations of America, Inc. (UOAA)

1.800.826.0826 info@uoaa.org www.ostomy.org

Wound, Ostomy and Continence Nurses Society (WOCN)

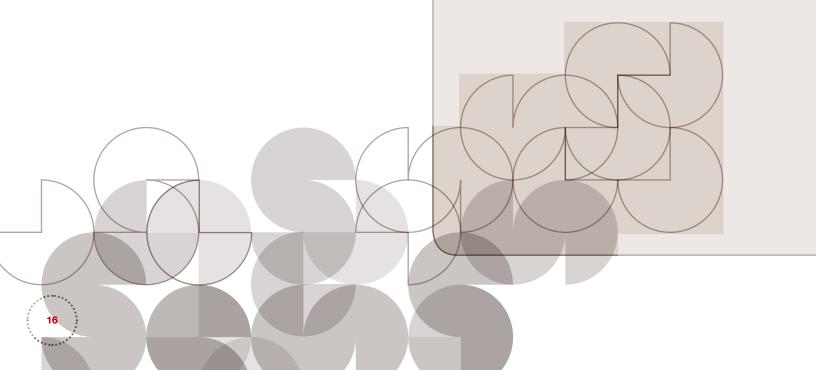
1.888.224.9626 www.wocn.org

Crohn's & Colitis Foundation of America, Inc. (CCFA)

1.800.932.2423 www.ccfa.org

C3Life.com

www.C3Life.com



It's Personal





Hollister Incorporated

2000 Hollister Drive Libertyville, Illinois 60048 USA 1.888.808.7456

www.hollister.com

Nothing contained herein should be considered medical advice. Medical advice can only be provided by an individual's personal doctor or medical professional.

Secure Start services are free of charge, and there is no obligation to purchase anything to receive them. Product samples are provided for the patient's trial use and cannot be resold or billed. There is no obligation to accept samples or participate in insurance-matching to identify supplier options. Hollister Incorporated reserves the right to change Secure Start services at any time.

The Hollister Logo, Adapt, C3Life, New Image, Secure Start, Hollister Ostomy. Details Matter, and Secure Start It's Personal are trademarks of Hollister Incorporated. All other trademarks and copyrights are the property of their respective owners.

© 2014 Hollister Incorporated

PROMOCODE: 100SSNEWS1214

922714-1214