

Journal Ad Targeting Surgeons

This is a one-page ad for HemaSeel[®], a fibrin sealant used during surgical procedures to control bleeding. The product helps promote the development of a fibrin clot, which resembles a net. The headline focuses on improved outcomes, a supportable benefit of this product that is persuasive to surgeons.



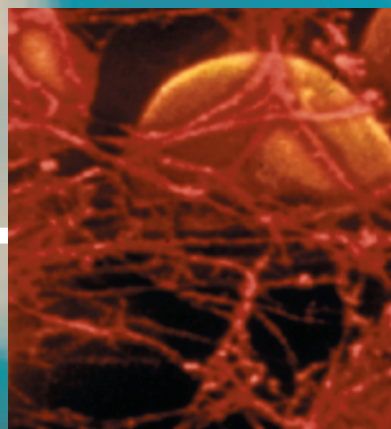
Rapid Surgical
Hemostasis...
Controls Perioperative
Blood Loss

Improved Sealing
Along Suture Lines...
Reduces Duration
of Hospital Stay

Improved Tissue Repair
of Trauma Injury...
Reduces Need
for Splenectomy

FIBRIN SEALANT

THE NET EFFECT



...improved surgical outcomes

HEMA *SEEL*™ APR