



An intermittent catheter you can BELIEVE in

**magic<sup>3</sup>** INTERMITTENT CATHETER  
*with m<sup>3</sup> technology*



## INSIGHT: THE SPARK OF INNOVATION

In a magical world no one would ever need a urinary catheter. But in reality every day thousands of men, women, and children rely on intermittent catheters to keep them healthy and active.

For over 20 years Rochester Medical has been advancing continence care products for people just like you. Throughout this time, we've listened to your needs. And through your insights and our resolve, a new and amazing innovation has appeared.

## Introducing Magic<sup>3</sup>... a new reason to believe

Magic<sup>3</sup> catheters are the first intermittent catheters designed from a unique composite of three distinct all-silicone layers. Each layer independently addresses an attribute required for comfortable, easy, and reliable intermittent catheterization. Finally, you no longer have to compromise to get everything you want in an intermittent catheter.

- Gentle on sensitive tissue
- Easy insertion
- Optimal handling

*"Thanks Rochester Medical for developing the Magic<sup>3</sup> Catheter. Finally there is a hydrophilic catheter that is comfortable, easy-to-use, and most importantly provides the perfect balance between being too soft and too hard."*

Magic<sup>3</sup> user - Atlanta GA

**magic<sup>3</sup>**®  
INTERMITTENT CATHETER  
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## Putting an end to compromise

Until now, choosing an intermittent catheter has involved trade-offs that impact quality of life.

Traditional single-layer catheters that are rigid enough for easy handling can be painful and damaging to sensitive urethral tissue. Those that are softer and less likely to abrade tissue can be difficult to handle. No single-layer catheter can address all of these issues.

With Magic<sup>3</sup> intermittent catheters you do not have to compromise. Our exclusive composite of three all-silicone layers optimizes comfort, ease of handling, and drainage.

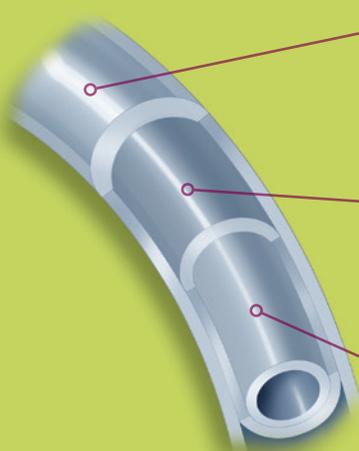


Magic<sup>3</sup> with  
m<sup>3</sup> technology



Traditional single  
layer catheters

## Unveiling the “magic” of our m<sup>3</sup> technology



### • Ultra-soft outer layer to maximize comfort

The gentle outer layer is soft silicone with a nano-smooth surface. It provides reduced trauma and maximized comfort at the critical interface between the catheter and sensitive urethral tissue.

### • Firm middle layer for easier insertion and handling

The middle layer of proprietary silicone gives the catheter a precise level of firmness for quick, simple insertion. It makes the catheter easy to handle without sacrificing the comfort provided by the ultra-soft outer layer.

### • Pliable innermost layer for easy navigation

The soft innermost layer resists kinking and leverages the hydrophobic characteristics of silicone facilitating efficient, reliable drainage. Made with an especially pliable silicone, this layer helps assure the catheter can navigate the urethra without unnecessary force.



# Comfort you've always imagined

## All-silicone construction that's better for you

When it comes to comfort and safety, the soft outer layer of Magic<sup>3</sup> is just the beginning. Like all of our catheters, Magic<sup>3</sup> is latex-free, PVC-free, and DEHP-free – eliminating concerns about allergic reactions, toxicity, and environmental risk. It's better for you and the environment.



Magic<sup>3</sup> resists kinking

## Exclusive comfort tip design

For improved comfort, Magic<sup>3</sup> has a tapered tip with four comfort-sized drainage eyes to enhance movement over sensitive urethral tissue and maximize drainage. Traditional non-silicone catheters are designed with two larger drainage eyes that can scrape and abrade urethral tissue.



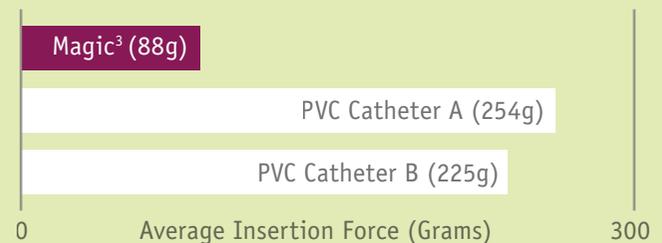
Magic<sup>3</sup> features four comfort-sized drainage eyes



Large drainage eyes on PVC catheters can scrape urethral tissue

## Easier to insert than traditional catheters

The unique properties of Magic<sup>3</sup> makes insertion almost effortless. When compared to a PVC catheter, tests show Magic<sup>3</sup> requires less force to insert.



Test conducted by an independent laboratory to measure the relative force required to advance hydrophilic intermittent catheters through a series of three curves within a glass tube.

## Imagine more choices

Magic<sup>3</sup> gives you more choices and packaging options than any other intermittent catheter. For convenience and ease of insertion, there is Magic<sup>3</sup> with hydrophilic coating. And no other manufacturer offers a silicone intermittent catheter with non-systemic antibacterial coating. There are also travel kits and discreet individual pack options that make catheterization easy and sterile wherever you are.

- Male Length (16")  
*Also available with Sure-Grip™*
- Female Length (6")
- Pediatric Length (10")  
*Also available with Sure-Grip™*
- Closed System Single Unit
- Closed System Kit
- Pre-connected Urethral Tray
- Insertion Supply Kit

**Sure-Grip™** - Allows the catheter to be held firmly without touching the slippery surface. Sure-Grip™ provides more control during insertion and minimizing the risk of contamination.

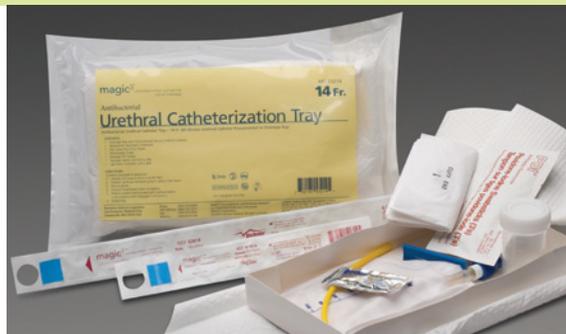


### Magic<sup>3</sup>

The non-coated Magic<sup>3</sup> Catheter delivers superior performance, easy handling, and unsurpassed comfort and convenience. The all-silicone design also eliminates exposure to potential risks that may be associated with latex and PVC catheters.

### Magic<sup>3</sup> + Hydrophilic

Packaged with its own sterile water packet, the Magic<sup>3</sup> Hydrophilic Catheter provides virtually friction-free insertion and removal. Its innovative packaging makes it quick and easy to prep while maintaining sterility in any setting.





### Magic<sup>3</sup> + Antibacterial

The Magic<sup>3</sup> Antibacterial Catheter gives you all the benefits of Magic<sup>3</sup> plus nitrofurazone, an antibacterial agent which is matrixed into the catheter's outer surface. Nitrofurazone has proven effective against a variety of pathogens known to cause UTIs.

### Magic<sup>3</sup> + Antibacterial + Hydrophilic

The Magic<sup>3</sup> Antibacterial Hydrophilic Catheter combines the benefits of an all-silicone design, the antibacterial agent nitrofurazone, and the virtually friction-free movement of a hydrophilic coating.

**magic<sup>3</sup>**<sup>®</sup> INTERMITTENT CATHETER  
*with m<sup>3</sup> technology*

## Believe in something more

For two decades, Rochester Medical Corporation has been developing, manufacturing, and marketing latex-free, disposable medical devices and catheters for urological and continence care applications. The all-silicone Magic<sup>3</sup> intermittent catheter line is the latest example of our commitment to providing innovative solutions to address the needs of patients, caregivers, and clinicians.

As the next generation in catheter design, Magic<sup>3</sup> brings greater independence, comfort, and confidence to people needing intermittent catheterization.

For a free product sample or more information, call 800 243 3315 or visit [www.rocm.com](http://www.rocm.com).

Magic<sup>3</sup> is available only by prescription through your healthcare provider.

### ORDERING INFORMATION

	Magic <sup>3</sup>	Magic <sup>3</sup> + Antibacterial	Magic <sup>3</sup> + Hydrophilic	Magic <sup>3</sup> + Antibacterial + Hydrophilic
Male Length (16")	53310 – 53320	53912 – 53920	53610 – 53620	53512 – 53520
with Sure-Grip™			53610G – 53620G	53512G – 53520G
with Coude Tip + Sure-Grip™			50610 – 50618	
with Insertion Supply Kit + Sure-Grip™			53614GS – 53616GS	53512GS – 53514GS
Female Length (6")	51310 – 51320	51912 – 51920	51610 – 51620	51512 – 51520
with Insertion Supplies			51614S	51514S
Pediatric Length (10")	52306 – 52310		52606 – 52610	
with Sure-Grip™			52606G – 52610G	
Pre-Connected Tray (16")	53214	53814		
Closed System – Single Unit			55708 – 55718	55412 – 55418
Closed System – BZK Kit			53708 – 53718	53412 – 53418
Closed System – PVP Kit			57708 – 57718	57412 – 57418

*\*Last two digits in each code indicate the French size.*



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*Catheters proudly  
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