

Advanced Odor Control with Viniferamine®

Helping Preserve Dignity, Comfort, and Quality of Care

Darlene E. McCord, PhD

In long-term care and skilled nursing facilities, controlling odor is about much more than maintaining a pleasant environment—it is about preserving resident dignity, improving quality of life, and creating a more comfortable workplace for caregivers. Studies estimate that nearly one in two nursing home residents experiences urinary and/or fecal incontinence, making odor management a daily clinical challenge.

Contrary to popular belief, urine, stool, and wound drainage do not initially produce offensive odors. Malodor develops when bacteria metabolize proteins, amino acids, and other organic materials, producing volatile sulfur compounds, ammonia, amines, and short-chain fatty acids responsible for the characteristic unpleasant smell. The longer these materials remain on the skin, absorbent products, or wound dressings, the greater the bacterial activity and resulting odor.

Viniferamine® is an advanced antimicrobial deodorizing technology designed to prevent odor at its biological source rather than simply masking it with fragrance. By rapidly suppressing odor-producing bacteria, Viniferamine® interrupts the formation of malodorous compounds before they develop. Independent testing by Ashland has demonstrated rapid antimicrobial efficacy at very low concentrations with deodorant protection lasting up to 48 hours, while remaining gentle to the skin and preserving the normal skin microbiome. This makes it especially appropriate for the fragile skin of elderly residents requiring frequent cleansing.

For residents with urinary and fecal incontinence, Viniferamine® helps reduce odors that develop in absorbent briefs, skin folds, and perineal areas where moisture and bacteria combine. By reducing bacterial activity before odor develops, caregivers can maintain a fresher environment while improving resident comfort and preserving dignity.

Viniferamine® also offers important advantages in wound care. Chronic wounds—including pressure injuries, diabetic foot ulcers, venous leg ulcers, and other highly exudative wounds—often produce distressing odors due to bacterial metabolism and tissue breakdown. Research has shown that wound malodor is largely the result of bacterial production of volatile organic compounds rather than the wound fluid itself. Reducing these odor-producing bacteria can significantly improve the patient's quality of life while making wound care more comfortable for caregivers and family members.

Beyond patient comfort, odor control contributes to a better care environment. Malodor has been associated with embarrassment, social withdrawal, reduced appetite, anxiety, and decreased quality of life. Effective odor management helps residents feel more confident during daily interactions and creates a cleaner, more welcoming environment for families and healthcare professionals.

By preventing odor before it forms, Viniferamine® helps transform routine hygiene and wound care into a more comfortable, dignified, and compassionate experience for everyone involved.

The Hidden Cost of Odor in Long-Term Care

Why Effective Odor Control Matters

Odor is more than an inconvenience—it is a quality-of-care issue that affects residents, caregivers, families, and healthcare facilities every day.

Nearly Half of Long-Term Care Residents Live with Incontinence

- Approximately 50–70% of nursing home residents experience urinary incontinence.
- 30–50% also experience fecal incontinence.
- Many residents suffer from both conditions simultaneously, making odor control a daily challenge.

Chronic Wounds Frequently Produce Distressing Odors

- Up to 65% of chronic wounds may develop noticeable malodor, particularly pressure injuries, venous leg ulcers, diabetic foot ulcers, and fungating wounds.
- Wound odor results primarily from bacterial metabolism and tissue breakdown—not simply from wound drainage itself.
- Reducing odor-producing bacteria is one of the most effective strategies for improving wound odor.

Odor Affects More Than the Nose

Research has shown that persistent malodor can contribute to:

- Loss of resident dignity
- Social withdrawal and embarrassment
- Anxiety and depression
- Reduced appetite
- Decreased participation in activities
- Increased caregiver stress
- Negative impressions of visiting family members

For many residents, fear that others will notice unpleasant odors can become as distressing as the underlying medical condition itself.

Why Simply Masking Odor Isn't Enough

Traditional deodorizing products often cover odors with fragrance after they have already developed. However, offensive odors arise when bacteria metabolize proteins and other organic materials present in urine, feces, wound exudate, and perspiration.

Viniferamine™ works differently.

Rather than masking odor, Viniferamine™ helps prevent odor formation by rapidly reducing the growth of odor-producing bacteria before volatile odor compounds are generated. This proactive approach provides long-lasting freshness while remaining gentle to fragile skin and respecting the skin's natural microbiome.

Better Odor Control Means Better Care

Effective odor management helps:

- Preserve resident dignity
- Improve patient comfort
- Create a fresher, cleaner care environment
- Increase caregiver confidence during personal care
- Improve family satisfaction during visits
- Support a higher standard of quality care