

How flowers and silicone adhesive can help patients with scars feel beautiful

Medical Materials & Technologies

Scars. They can be a badge of honor, or they can be an unwanted reminder of trauma.

Health care providers often recommend that patients use medical-grade silicone as a way to protect skin after surgery or other injuries.

According to The National Center for Biotechnology Information, topical silicone has been used in the treatment of scars for more than 30 years. While the exact reasons silicone works on scars is still up for debate, [experts believe that coverage of the site protects the scar.](#)

Turning pain into passion

Gina Franklin has some experience with scars and their treatment. After having breast surgery in 2005, she had complications which led to another procedure and some painful scarring. Her doctors recommended silicone bandages, but they weren't ideal. "There was nothing on the market at the time," she says. "Everything was expensive – I had to cut it myself and it was very troublesome." That led to her determination to make something better. "That is why I have this passion," Gina says.



Gina Franklin



MarCee Reibold

Gina's passion to find a better way led her to create a prototype silicone bandage specifically to cover scars on and around the breast. She also found a partner – MarCee Reibold who was looking for a good investment that she could believe in. "I wanted to invest in something that made a positive difference. We took it from a prototype to a finished product." she says. They have already applied for patents for this product and another for abdominal scars.

Their first product, called Sunset Bloom, is a flower-shaped patch with leaves that go under the breast and flower petals that go over the front of the breast to provide coverage and protection. It can be worn under clothing or in place of a swimsuit top.

A trusted supplier on the product creation? 3M Medical Materials and Technologies. “3M provided the medical silicone adhesive. It stays on,” says Gina. MarCee adds that they are proud of the partnership with 3M and the high quality of the product.

The most rewarding thing about starting a company, says Gina, is helping other people who have breast scarring find something to help them that is beautiful, flexible and affordable. “I don’t want them to experience what I did,” she adds.

What do customers think?

Gina and MarCee are just getting started on getting their first product innovation into customers’ hands, and they’ve already heard lots of kudos. Customers say it’s very soft and easy to apply. “It makes them feel pretty,” says Gina. It has the 3M medical silicone adhesive on one side and polyester and spandex on the other, so it resembles swim suit material.

An early adopter of the product is Kellee. In 2017 at the age of 53, she received a breast cancer diagnosis. “It was a tough journey but came out on the other side with flying colors,” she says. “One of the things that remained were scars,” But after using the Sunset Bloom patch. “I feel more happy and confident,” she says. “I healed on the inside too.”

Learn more about the Sunset Bloom and Generation Skin product innovations.



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