

NEWS RELEASE

SinuCleanse®

SAFE AND IMMEDIATE SINUS RELIEF
NATURALLY

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Ask the Doctor

Washing Your Nose Helps Relieve Sinus Symptoms

NAPS – Millions of Americans suffer from the uncomfortable symptoms of sinus pressure and seek relief in any way they can. Now there's a new solution: wash your nose.

Nasal washing has been around for centuries, but has only recently been rediscovered by modern science as an effective way to treat a wide range of sinus problems.

Dr. Diane Heatley, an ear, nose and throat doctor at the University of Wisconsin-Madison, sees hundreds of patients inflicted with sinus pain each year and says many treatments exist, but most ignore the underlying problem.

“Most sinus problems are caused by thickened mucus in the nose and sinuses. The reason the mucus becomes thick varies, but some common causes are cold, flu, allergies, pollution or dry air,” says Heatley. “Once the mucus becomes thick, it can pool in the sinuses or in the nose, leading to the familiar congestion, drainage, headache, cough and post-nasal drip. Mucus that remains stagnant provides fertile ground for infection with bacteria.”

After seeing how frustrated her patients were, Heatley developed the SinuCleanse® nasal washing system to lessen sinus symptoms or prevent them altogether.

“Nasal washes are the only way that thick mucus can be washed out of the nose,” says Heatley. “Rather than treating the symptoms, nasal washes actually treat the root problem - thickened mucus.”

Proven to provide the most effective relief from sinus symptoms, nasal washing gives users an alternative to pills and sprays and the accompanying side effects. It can be done with a neti pot or squeeze bottle and delivers a cleansing dose of saline to the nose.

Nasal washing continues to gain acceptance, especially after the publication of a University of Wisconsin-Madison study. The study found that participants who added the SinuCleanse nasal wash system to their daily regimen showed decreased nasal symptoms, decreased medication use and overall improved health over the six-month period during the study.

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An added benefit? Heatley says nasal washes have also been shown to rinse pollen, dander and other allergens out of the nose and sinuses and reduce allergy symptoms.

“Many users are amazed that a simple, drug-free and inexpensive treatment works when so many other things they have tried have failed.”

And nasal washing is safe for children and pregnant women. For more information on nasal washing, including an explanation and demonstration of how to do it properly, visit www.sinucleanse.com.

About the SinuCleanse[®] System

The SinuCleanse[®] system was created in 1997 as an all-natural defense for adults and children who suffer nasal problems. It was created by an ENT and is clinically proven to reduce sinus symptoms. This drug-free treatment can be used as often as needed and is safe for every sinus sufferer, including pregnant women, people on multiple medications and children. The SinuCleanse[®] system is available in two easy-to-use applications, the original neti pot and the new SinuCleanse[®] Squeeze[™]. For more information, please visit www.sinucleanse.com.

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Notes to editors: *Dr. Diane Heatley is available for interviews and products are available for samples, demos, etc. Additionally, we're able to provide hi-res images of both the products and Dr. Heatley upon request.*

The SinuCleanse[®] Squeeze[™] is available at Rite Aid and online at www.sinucleanse.com.

The SinuCleanse[®] System, with the original neti pot, is available at Walgreens, CVS, Rite Aid and other fine retail locations, as well as online at www.sinucleanse.com.