

SinuCleanse[®]

SAFE AND IMMEDIATE SINUS RELIEF
NATURALLY

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Jala Neti: An Old Tradition Becomes New Again
Nasal Washing Helping Solve Stuffy Noses

NAPS – An ancient tradition is making headlines after modern science has rediscovered its potential. For the millions of Americans that suffer from stuffy noses and other uncomfortable sinus symptoms, an ancient practice called jala neti, or nasal washing, is working wonders.

The term jala neti literally means “water cleansing” and involves a rinsing of the nasal cavity with a water and saline solution. In India and neighboring areas, it’s a common practice and is part of a daily routine, much like brushing your teeth.

Ideally, the cells in our sinuses produce thin and watery mucus, which transports to the nose. In reality, however, few people are able to maintain that healthy level of thin and watery mucous. At some point, due to allergies, a sinus infection or other irritations, the mucus becomes thick and stagnant. This causes those annoying sinus symptoms: congestion, drainage, headache, snoring, cough and postnasal drip.

Dr. Diane Heatley, an ear nose and throat doctor at the University of Wisconsin-Madison, rediscovered the practice as a means of helping her patients. She then created the SinuCleanse system, which uses a neti pot or a squeeze bottle, to help ease their symptoms.

“I actually heard about the process from one of my nurses,” said Dr. Heatley. “After some investigation, I started recommending that my patients incorporate daily nasal washing as a means of reducing sinus symptoms.”

The result? Dr. Heatley saw the number of sinus surgeries she was performing reduced by nearly 50 percent.

“A number of my patients are children,” said Dr. Heatley. “At the time, the only neti pots available on the market were ceramic and not child- or bathroom-friendly.”

The SinuCleanse system includes pre-measured saline packets and either a plastic neti pot or squeeze bottle. With the more traditional neti pot, users simply mix the saline solution with warm water and, tilting their head, pour the water in one nostril. With the squeeze bottle, users apply a bit of

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force to the bottle to cleanse the nose. "With both applications, the water will freely flow through your nasal cavity and out the other nostril pulling with it the allergens and thick mucus that make us sick," explained Dr. Heatley.

For more information on nasal washing or the SinuCleanse system, 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.*