

SinuCleanse®

SAFE AND IMMEDIATE SINUS RELIEF
NATURALLY

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**SinuCleanse® Squeeze™ Hits Shelves
in Time for Cold and Flu Season**

Nasal wash offers relief for America's 70 million sinus sufferers

MADISON, Wisc. – Autumn has arrived and temperatures are beginning to dip, marking the beginning of cold and flu season. While in years past, that meant time to stock up on chicken soup, cough drops and lotion-laden tissues, this year the SinuCleanse® system is offering shoppers another option for fighting off the flu bug: the SinuCleanse® Squeeze™. An all-natural nasal wash, the SinuCleanse Squeeze was developed in response to consumer demand to relieve the uncomfortable nasal symptoms so common this time of year and to bring relief to the millions of people who suffer from sinus problems.

The SinuCleanse system was created and introduced in 1997 in the original neti pot version by Dr. Diane Heatley, an ear, nose and throat physician at the University of Wisconsin-Madison, in an effort to relieve her patients' sinus problems. "I've now developed the SinuCleanse Squeeze to give sinus sufferers options for maintaining good sinus health," explains Dr. Heatley. "Regular nasal washing is easy to do and it promises users significantly fewer symptoms."

The SinuCleanse Squeeze was created to complement the original method, the SinuCleanse neti pot. Clinically proven to provide the most effective relief of sinus and nasal symptoms, both delivery methods of the SinuCleanse system offer consumers an alternative to pills and the side effects that come with them.

The new SinuCleanse Squeeze delivers the natural solution through an exclusive, wide-mouth opening that makes it easy to use and keep clean. It is also the only nasal wash bottle with an anti-backwash valve and made of unbreakable, antibacterial plastic to ensure safety and cleanliness. Unlike other products on the market, it is dishwasher-safe for added protection and convenience.

The SinuCleanse nasal wash system features unique ultra-fine grain saline ingredients that dissolve instantly in warm water. The natural saline solution soothes on contact, providing instant sinus relief. It is completely natural and contains no harmful additives such as preservatives, anti-caking agents or iodine that are commonly found in most saline solutions.

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“The new SinuCleanse Squeeze was designed with my patients in mind,” Dr. Heatley added. “Its ergonomic design not only makes it easier to use, but also ensures that the solution is directed to the proper part of the nose to guarantee effective washing.”

“The launch of the SinuCleanse Squeeze couldn’t be more timely,” said Dave Gallo, CEO of Med-Systems, Inc., makers of the SinuCleanse system. “The end of September marks the official start of fall and the unofficial start of cold and flu season. With the average American suffering between two and four colds this year, we expect the SinuCleanse Squeeze to be a tremendous success.”

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.

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.