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**New Nasal Wash Mist Offers Parents Safe and Effective Alternative to OTC  
Decongestants for Cold and Flu Season**

*Pediatrician Developed and Recommended, Kids Mist™ Makes it Easy for Children to Get Sinus Relief  
with the Proven Benefits of Saline Nasal Washing*

**Madison, WI** - - As cold and flu season approaches, parents are searching for safe and effective alternatives to OTC cough and cold medications that have been voluntarily withdrawn by many manufacturers in light of strong warnings issued by an FDA advisory panel against using them on children under the age of six, and due to ongoing research examining their use with children under 11 years of age.

One such alternative for alleviating congestion, runny noses and sinus discomfort is nasal washing with a natural saline solution, which the American Academy of Pediatrics recommends for children's sinus relief. But the traditional method of nasal washing - with a neti pot or squeeze bottle - is not easy for young children to do and is not possible with infants.

Now, a new option is available with the introduction of Kids Mist™ from SinuCleanse®. Kids Mist offers a unique way to deliver a saline wash to the noses of young children and infants. The pediatric ENT developed spray bottle produces an ultra-fine mist that is easy to aim and does not require touching of the inside of the nose, which is especially sensitive in young children and infants and which can lead to swelling of nasal tissues.

Kids Mist delivers a measured, precise dose of all-natural saline mist that is completely preservative free and that contains no Benzalkonium Chloride (BZCL). Preservatives such as BZCL, found in some brands of children's saline and nasal spray/drop solutions, have been shown to damage the sensitive lining of a child's nose. Kids Mist also features a proprietary anti-back wash valve that prevents re-contamination. Kids Mist is especially designed for newborns and young children.

"Saline washes have proven to be effective for easing nasal discomfort, congestion, allergies, sinus headaches and runny noses," says Diane G. Heatley, M.D., developer of the SinuCleanse® nasal wash system and Associate Professor of Surgery and Pediatrics at the University of Wisconsin School of Medicine in Madison, where she practices pediatric otolaryngology.

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“But traditional methods of nasal washing such as with a neti pot or a squeeze bottle are not practical for young children or infants. Kids Mist™ solves this problem by dispensing a pre-measured and precise dose of saline solution through a fine mist. This helps thin and loosen mucous discharge and alleviates inflammation and irritation of nasal membranes. It provides parents with a safe and effective alternative to cough and cold medications that should not be used on children and that had never been shown to be effective for this age group.”

According to a study published in the American Academy of Pediatrics medical journal, *AAP Grand Rounds* (“**Isotonic Nasal Saline Is Beneficial in the Management of Rhinitis in Children**”; 20:17-18, 2008), nasal saline wash hastens the resolution of rhinitis symptoms during uncomplicated acute cold or flu and prevents reappearance of rhinitis in children aged 6 to 10 years old. Rhinitis, commonly known as a runny nose, is the medical term describing irritation and inflammation of some internal areas of the nose.

SinuCleanse® Kids Mist™ includes a three week supply of saline solution and is available at Walgreens stores nationwide and online at [www.SinuCleanse.com](http://www.SinuCleanse.com) for a suggested retail price of \$14.99.

### **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 three easy-to-use applications, the original neti pot, the SinuCleanse® Squeeze™ and Kids Mist™. For more information, please visit [www.sinucleanse.com](http://www.sinucleanse.com).

### **About Med-Systems, Inc.**

Med-Systems, Inc., headquartered in Madison, Wis., manufactures and markets the SinuCleanse® nasal wash system to help relieve painful symptoms for the 70-million Americans currently suffering from sinus problems. Founded in 1997 by CEO Dave Gallo, SinuCleanse® 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. SinuCleanse® was the first neti pot to market and is a leader in providing safe and effective treatment for nasal decongestion and washout. The SinuCleanse® product line includes:

- *NEW! SinuCleanse® Kids Mist™*
- *SinuCleanse® Neti Pot*
- *SinuCleanse® Squeeze®*
- *SinuCleanse® Saline Packets*

The SinuCleanse® System is available at leading retailers nationwide including, CVS, Duane Reade, Longs Drugs, Kroger and local pharmacies, drug stores and health food stores. SinuCleanse® may also be purchased online at [www.SinuCleanse.com](http://www.SinuCleanse.com).

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