



# MEDCO FORUM®

PRESENTING INNOVATIVE PRODUCTS AND SERVICES TO HEALTHCARE PROFESSIONALS

VOLUME 18 NUMBER 35

SEPTEMBER 2011  
REPRINT

## REGULAR USE OF NASAL IRRIGATION BENEFITS PATIENTS WITH UPPER RESPIRATORY CONDITIONS

Upper respiratory conditions, whether caused by allergens, irritants or infections, are common disorders which result patient discomfort, costly chronic illness and long-term symptoms that can affect the quality of life. While saline nasal irrigation (SNI) has been practiced for thousands of years, it has grown exponentially as a physician-prescribed adjunct therapy for acute and chronic rhino sinusitis, viral upper respiratory infection (URI) and allergic rhinitis since the availability of easy to use **SINUS RINSE KIT™**, created by **NeilMed® Pharmaceuticals, Inc.** (Santa Rosa, CA) in 2000.

“Sinus rinse is an essential component of management for individuals with nasal and sinus disorder, particularly those with hard to manage disease,” according to Martin Desrosiers, M.D., FRCSC, Clinical Professor at University of Montreal, who has been prescribing **NeilMed’s SINUS RINSE** for more than a decade. “This includes most patients who have had sinus surgery,” he adds. “It also represents an additional therapy for people with nasal disorders who are not responding satisfactorily to conventional therapy.”

The **SINUS RINSE Kit** was created by board certified pulmonary care physician and **NeilMed** founder Ketan Mehta, M.D., after years of discomfort and trying multiple treatments for his own chronic sinus disease, including corrective surgery. When Dr. Mehta resorted to the ancient practice of routine nasal irrigation, his symptoms improved dramatically. He began prescribing daily nasal rinsing to alleviate his patients’ symptoms and saw that impressive results were achieved.

He also found that his patients’ symptoms often returned once the short-term rinse practice was stopped. He founded **NeilMed Pharmaceuticals, Inc.** to market rinse products that were easy to use as part of a daily routine for adults and children. Today, **NeilMed’s SINUS RINSE** is the number one physician-prescribed nasal irrigation system



in the U.S. and Canada, and it is widely available in Australia, New Zealand, Europe and Asia.

“Nasal saline irrigation has had a tremendous, positive effect on the quality of life for the vast majority of my patients,” reports Dr. Noam Cohen, assistant professor, Department of Otorhinolaryngology, University of Pennsylvania. “All my patients are on saline irrigations, especially post-surgical,” he adds.

While the benefits of nasal are well-documented, a comparison study highlighted the differences between nasal spray and irrigation. “Prior studies had proven the effectiveness of nasal

saline for reduction of rhino sinusitis symptoms. This randomized controlled trial (RCT)<sup>1</sup> demonstrated that large-volume, low-pressure nasal irrigation brings greater symptom relief than nasal spray,” according to authors who referenced the study in the *Journal of Family Practice* in January 2009.<sup>2</sup>

“Otolaryngologists recommend saline irrigation after sinus surgery to clear secretions, debris, and crusts, to reduce the risk of postoperative mucosal adhesions, and expedite mucosal healing,” according to the *Journal of Family Practice* article. “Saline irrigation is also gaining popularity as an alternative approach to chronic sinusitis symptom relief.”

“Nasal irrigation with saline has been shown in a number of clinical studies to be of benefit,” according to Dr. Valerie J. Lund, Professor of Rhinology and ENT Surgeon, Royal National Throat, Nose and Ear Hospital, UK. “In addition to symptomatic improvement, objective measures of quality of life, endoscopic appearances and imaging have been shown to improve.” The studies have included both acute and chronic nose and sinus infections/inflammation. “Nasal irrigation is associated with few, if any, side effects and has also been shown to reduce the amount of additional treatments, such as antibiotics and nasal steroids,” adds Dr. Lund.

Although the concepts of nasal irrigation and sinus rinsing are not new, **NeilMed Pharmaceuticals, Inc.**’s product range brings modern sophistication to these well-established remedies. Unique applicators and options achieve therapeutic results and have added to a broad acceptance among practitioners and patients. As the products make the treatment easier to perform, patient adherence to daily use also increases.

**SINUS RINSE** is available for mixing at home with lukewarm distilled, filtered or previously boiled water, or

as pre-mixed **SinuFlo® ReadyRinse®**. For extra strength nasal cleansing, **NeilMed Pharmaceuticals, Inc.** introduced **SinuSurf® Surfactant**, a natural additive that is diluted in saline solution. It facilitates deeper cleansing and helps remove excess mucus and dried crusts out of nasal passages.

The concept of large volume rinsing is based on momentum; a larger volume of saline fluid is more effective at sweeping away allergens, excess mucus, pollutants, dust and animal dander which are in its path. Low pressure ensures minimal or no discomfort experienced in ears or sinuses.

For a true nasal rinse, at least 2-4 ounces of saline are needed for each nasal passage, delivered with either low pressure or gravity method. When the patient squeezes the solution up into the nasal passage, the flow should continue upwards, over the septum and down through the other nasal passage. Unless this complete flow cycle occurs, a thorough cleansing will not be achieved.

“Sinus Rinse is a simple, effective, well-tolerated intervention with good evidence base for treatment of chronic sino-nasal disease,” according to Dr. Richard Harvey, a Rhinologist and Endoscopic Skull Base Surgeon, St Vincent’s Hospital, Sydney, Australia. “There are objective changes (such as reduced endoscopic inflammation) to accompany patient improvement. There are excellent pathophysiologic mechanisms to explain this phenomenon, beyond simple mucus removal,” he adds.

#### **SINUS RINSE Features:**

- Natural relief of allergy, sinus and cold symptoms
- Soothing, non-burning, non-stinging nasal irrigation
- Large-volume and low-pressure irrigation system for extremely effective displacement of mucus and other nasal irritants

- Effective for daily nasal moisturizing and hygiene
- Products come with premixed packets of USP-grade sodium chloride and sodium bicarbonate (natural ingredients with purity level 99% or higher)
- Preservative, iodine, gluten, BPA and latex-free
- Single-piece cap is custom designed to fit any nasal opening
- No push and pull cap components make cleaning easy
- Easy squeeze bottle designed to provide smooth, steady irrigation stream
- Bottle empties nearly 95% of solution during irrigation standing in upright position
- Strongly recommended by physicians for post-sinus surgery and CPAP patients
- Suitable for use during pregnancy
- Portable for travel

**NeilMed** offers a complete line of unique, reusable products, including NasaMist All-In-One®, a multiple nozzle rinse and irrigation product, the NasaFlo Neti Pot®, and the NasaDOCK™, a simple, hygienic way to dry and store the Sinus Rinse bottle. ♦

**For more information about NeilMed Pharmaceuticals and its products, please call 1-877-477-8633; visit our website at [www.neilmed.com](http://www.neilmed.com).**

#### **References:**

1. Pynnonen MA, Mukerji SS, Kim HM, et al. Nasal Saline for Chronic Sinonasal Symptoms: a randomized controlled trial. *Arch Otolaryngol Head Neck Surg*. 2007;133:1115-1120.
2. Mari Egan, MD, MHPE; John Hickner, MD, MS.. Encourage Patients with Chronic Rhinosinusitis to Try This Simple Approach. *J Family Practice*. Jan.2009. Vol.58,No.1.