

A large number of the nosebleed sufferers are children. As an energetic and socially active segment of the population, it can be difficult for them to disengage and thoroughly treat a nosebleed occurrence. NasalCEASE's convenience and rapid effectiveness makes it particularly suitable for these patients. Dr. Indar Jhamb, a private Allergy and Immunologist in Bowling Green, NC, highlighted this aspect in describing how he "was very impressed with the convenience and effectiveness of NasalCEASE." He mentioned that he "particularly likes NasalCEASE since it is both very effective, but simple to carry and easily portable." Dr. Jhamb emphasized that he sees a lot of young children in his practice and "it is ideal for them as it is both effective and easy to use. They can carry it with them and use it by themselves when they need it."

The simple direct utility of NasalCEASE masks a somewhat refined chemistry that produces the unique characteristics which enable it to work so effectively. Although it feels like cotton or synthetic material, NasalCEASE is, in fact, 100% calcium alginate. This unique natural polymer has almost ideal properties for stopping bleeding. When the calcium alginate comes in contact with the blood, the calcium ions are replaced by sodium from the blood. As a hemostatic agent, the released calcium promotes clotting to stop bleeding. In parallel, as the sodium replaces

the calcium in the NasalCEASE packing, it converts the fibrous alginate to a gel form that prevents clot adhesion. It is estimated that alternative materials such as tissue, gauze and cotton balls will disturb newly formed clots 10-15% of the time, resulting in rebleeding. NasalCEASE specifically prevents this problem. Its exceptional utility to encourage clotting and absorb large volumes of blood are important features in the rationale for its recent FDA approval to also treat topical bleeding.

As it is rapidly becoming the preferred treatment of choice for those suffering from frequent and inconvenient anterior nosebleeds, NasalCEASE can be found on many pharmacy shelves, usually in the First-Aid aisle. When not stocked, it can be conveniently ordered at the pharmacy counter for next day pickup. It is packaged in a box which costs \$10-\$12 and contains five sterile individually wrapped packs. Each NasalCEASE pack is capable of absorbing twenty times its weight, so one pack is usually sufficient for any nosebleed. Sufferers can conveniently carry the NasalCEASE packs with them so they have it readily on-hand to quickly and discreetly treat potentially embarrassing nosebleeds that may strike at virtually anytime and any occasion. Its simplicity and utility have also made it a natural addition to first-aid kits and emergency packs, especially since

"I have been recommending NasalCEASE® to my nosebleed patients for over five years now with great success. My patients find it stops their anterior nosebleeds quickly and safely. As opposed to other alternatives, they also find it easier to use, allowing them to quickly get back to what they were doing at the onset of their nosebleed."

– Dr. Terrance Kwiatkowski,
MD, ENT, Bushhead City, AZ

NasalCEASE's unique attributes make it useful to stop difficult topical bleeding as well. As a fast effective solution for disruptive spontaneous bleeding, NasalCEASE allows nosebleed sufferers to quickly and confidently get on with their lives. ♦

For more information about NasalCEASE or to obtain samples, please call Catalina Healthcare in Mendon, NY at (800)-650-NOSE (6673) or email info@catalina-healthcare.com. Additional information is also available on the website at www.nasalcease.com.