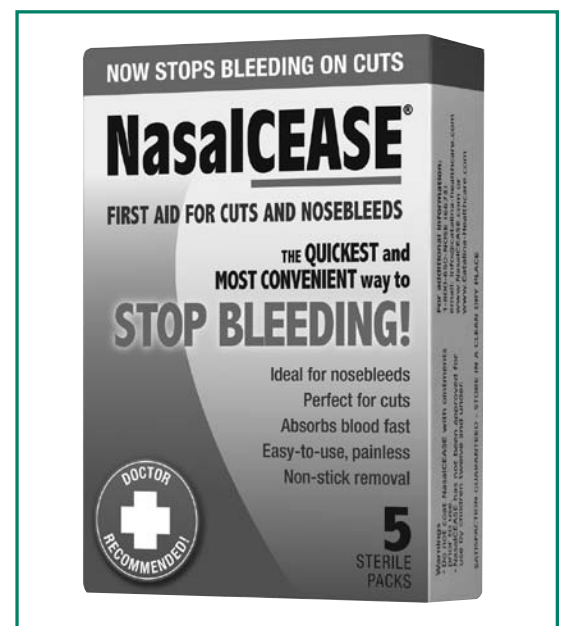




## NasalCEASE®: FAST AND EASY TREATMENT FOR NOSEBLEEDS AND TOPICAL BLEEDING

NasalCEASE® sterile nasal packs have become one of the most popular over-the-counter treatments for stopping epistaxis or anterior nasal bleeding. As the only nosebleed treatment made completely of natural biodegradable seaweed-derived calcium alginate, NasalCEASE promotes quick coagulation without adhering to newly formed clots, thereby minimizing the risk of rebleeding on removal. In addition, patients benefit from its exceptional convenience and simplicity. NasalCEASE is completely inserted into the nasal opening and sits flush with the bottom of the nose so there is no extra hanging packing. Since it actively promotes clotting, no initial pressure or pinching is needed. Nosebleed sufferers can quickly, painlessly and discreetly insert the NasalCEASE packing to treat their nosebleed and then resume their normal routine immediately.

NasalCEASE has been FDA approved as an over-the-counter treatment for several years to treat disruptive and embarrassing anterior nosebleeds that result from a range of factors which rupture the blood-vessel-rich nasal mucosa. The key factors include trauma, allergy-related nasal swelling and nasal spray medications, blood thinners including aspirin, hemophilia and other blood based diseases, HHT, women during pregnancy, cancer therapy, dry internal and external climates, high altitude pressure and



NasalCEASE®

dryness and high blood pressure. With no side effects or contraindications with other medications, it is routinely recommended by a range of clinicians to treat recurring nosebleeds. Dr. Kenneth Kray, a pediatric allergy and immunology specialist at Southwest Asthma & Allergy in Kingwood, Texas (near Houston) frequently sees patients with nosebleeds brought on by “nasal spray use, sports injuries, and travel to areas dryer than Houston which,” he emphasized, “is almost everywhere.” Dr. Kray finds NasalCEASE “very useful for these patients in combination with a saline spray or gel” to alleviate recurring nosebleed symptoms.

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 discretely 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 J. Kwiatkowski,  
MD, ENT, Bullhead 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](mailto:info@catalina-healthcare.com). Additional information is also available on the website at [www.nasalcease.com](http://www.nasalcease.com).