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GROWING NUMBER OF OTOLARYNGOLOGISTS REFER THEIR TINNITUS PATIENTS TO ARCHES TINNITUS FORMULA[™]

A Tinnitus Treatment Using Clinically Proven Ingredients

While there is no cure for tinnitus, effective treatments for chronic tinnitus include variations in diet, vitamin supplementation, herbal medicine, and other modalities. A growing number of otolaryngologists refer a percentage of their tinnitus patients to Arches Tinnitus Formula[™] when the condition adversely affects patients' activities of daily living and is not the result of infection or a tumor, nor a side-effect from a poor diet or medication.

Tinnitus: A Difficult Condition With Few Valid Treatment Options

According to the American Tinnitus Association, "50 million Americans experience tinnitus to some degree. Of these, about 16 million have severe enough tinnitus to seek medical attention and about two million patients are so seriously debilitated that they cannot function on a 'normal,' day-to-day basis."¹

Darius Kohan, MD, a specialist in otologic surgery with a practice in New York, NY, and who is a faculty member at several major medical centers, states that "Almost everybody gets some form of tinnitus at a point in their lives. For the overwhelming majority, tinnitus doesn't bother us, and it goes away. But in a percentage of patients, the tinnitus persists. It may become constant, and although it is rarely debilitating, it is annoying and interferes with their functioning during the day."

Dr. Kohan uses Arches Tinnitus Formula in combination with diet—putting patients on a no-salt, no-caffeine, no anti-inflammatory



medication regimen—and also employs tinnitus masking techniques as well as biofeedback.

"The Arches Tinnitus Formula is a safe and benign treatment that we initiate for patients," states Dr. Kohan. "Everybody's treatment is tailored to their situation. Often a change in diet can help, or staying away from caffeine, or avoiding anti-inflammatory medications such as aspirin. But there is a subset of patients in which these measures do not seem to help. Their tinnitus is not the result of infection or a tumor; it's not a side-effect from medications or from diet, but often seems to be associated with hearing loss caused by nerve damage. The patients who fall in this category are the ones who need the most help and can benefit from Arches Tinnitus Formula."

Donna Pierotti, R.N., a nurse serving under Dr. John J. Shea III at Shea Ear Clinic in Memphis, TN, reports: "Dr. Shea recommends the Arches Tinnitus Formula for patients coming into the office who have been tested and have

been determined to be candidates whose tinnitus condition may be helped by the formula. I hand them the Arches brochure and give them the name of the exact formula that Dr. Shea recommends, which is the Tinnitus Formula. Dr. Shea usually recommends that they take two capsules in the morning and two capsules in the afternoon.”

“Arches Tinnitus Formula doesn’t work with everybody, but works with about 75% to 80% of these patients,” Dr. Kohan continues, speaking of the subset of patients he describes above. “It diminishes patients’ tinnitus to a point where it is comfortable and doesn’t bother them as much. Usually we give the treatment for at least three months to see if it is going to help them.”

Arches’ website (www.tinnitusformula.com) contains an impressive number of anecdotal testimonials from people whose tinnitus condition has been improved through the use of Arches Tinnitus Formula, but the efficacy of the product’s ingredients has also been shown through clinical studies worldwide.

Clinical Studies Show Effectiveness of Tinnitus Formula Ingredients

There are 35 positive clinical studies on the ingredients used in Arches Tinnitus Formula, and only one negative study. Conducted by scientists around the world, the studies span two decades and are almost universally in favor of these ingredients as a viable treatment option for the condition.

Arches Tinnitus Formula contains clinically proven ingredients for tinnitus: each serving of two capsules contains 240 mg premium-grade Ginkgo biloba extract, 15 mg zinc picolinate, and 300 mg of deodorized garlic. In addition, Arches recommends that each patient try a minimum of four bottles (100 days) of the Tinnitus Formula to determine total efficacy.

Arches Tinnitus Stress Formula™ contains high-potency Vitamin B-Complex with citrus bioflavonoids, which can alleviate the anxiety and frustration of tinnitus-related stress, and supports the work of the Tinnitus Formula. Arches B-12 Formula™ is a raspberry-flavored sublingual that is an important part of the Arches treatment. A clinical study showed a high prevalence of B-12 deficiency in patients with chronic tinnitus.²

Ginkgo Biloba Extract

Results of many studies suggest that Ginkgo biloba extract is effective in treating tinnitus. Norbert Holstein, MD (2000) conducted a literature survey of 19 clinical trials investigating the effects of tinnitus treatment with Ginkgo biloba extract. Eight of the studies were controlled with placebo or reference medications and 11 did not have reference groups. The results of the eight controlled studies on tinnitus due to cerebrovascular insufficiency or labyrinthine disorders of varying origin showed for the most part a statistically significant superiority of the treatment with Ginkgo biloba special extract EGb 761 as compared with placebo or reference drugs applied for periods of one to three months.³

The eight controlled studies included 687 patients. Those in placebo controlled studies numbered 348 patients. Those who controlled with nicergoline, a vasodilator, numbered 319 and those who controlled with cinnarizine, an antihistamine, numbered 20. One study of 60 patients using nicergoline as a control found improvement in both groups with no difference between them. The other seven studies showed clear improvement with Ginkgo over placebo or other referenced medication including one study of 259 patients who controlled with nicergoline. The 11 studies that were open included five that were multi-center. The total number of patients was 3,244. One study with 23 patients using a low dosage of 120 mg showed no improvement. All other

studies showed improvement varying from a low of 18 out of 68 patients to a high of 82% good or very good efficacy.

The German Commission E, which is similar to our FDA and includes a panel of noted physicians and scientists having expertise in herbal medicine and related disciplines, recommends Ginkgo biloba extract specifically for the treatment of tinnitus.

B Complex Vitamins

The B complex vitamins are a family of nutrients that have been grouped together due to the interrelationships in their function within human enzyme systems, as well as their distribution in natural food sources. Deficiency in these vitamins has been shown to result in tinnitus, and supplementation may improve the symptom.²

The Role of Zinc

Although further studies are needed for more convincing evidence on the role of zinc in the treatment of tinnitus, a study by H. Nedim Arda et al (2003) concluded that hypozincemia is frequent in patients with tinnitus, and there is some preliminary evidence that administration of zinc for eight weeks appears to have a beneficial effect in some patients with tinnitus. The severity of subjective tinnitus decreased in 82% of the patients receiving zinc in this study.⁴ ◆

For more information on Arches Tinnitus Formulas, call (800) 486-1237, or email md@archesnp.com.

References:

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4. H. Nedim Arda, Umit Tuncel, Ozgur Akdogan and Levant Ozluoglu. (2003). The Role of Zinc in the Treatment of Tinnitus. *Otol Neurotol* Jan;24(1):86-89.