

MEDCO FORUM[®]

PRESENTING INNOVATIVE PRODUCTS & SERVICES TO HEALTHCARE PROFESSIONALS

Medco Forum Presents: Introducing GeloNasal[®] Dry Nose Relief

Dry nose is a common complaint for many people due to a variety of factors including dry air, rhinitis, sinusitis, nasal surgery, radiation, and the use of certain medications. While it is generally not a debilitating condition, dry nose can be very painful and irritating to those affected.

Traditionally dry nose has been treated by administering nasal saline sprays or nose drops directly to the mucous membranes. While generally effective, nasal saline has some limitations as a moisturizer primarily due to the frequency of administration that is required to be effective for restoring moisture to dry mucosa.



GeloNasal[®] Dry Nose Relief (Eurus Pharma, Raleigh, North Carolina) is a new option to treat dry nose. GeloNasal is comprised primarily of refined pharmaceutical grade sesame oil along with a soothing blend of oils and antioxidants. GeloNasal also incorporates an emulsifier to enable the sesame oil to be gently applied as a fine mist spray. The spray allows the oil to thoroughly coat the dried nasal mucosa. The oil also loosens the dried crusts and scabs that are adhered to the nasal mucosa.

"Natural oils from sesame seed and other sources have been used to moisturize dry skin and nasal mucosa for many years due to the well known skin healing properties and physical characteristics," according to Dr. Robert Taylor, an Otolaryngologist based in private practice in Durham, North Carolina and the former training director and chairman of the ENT residency program at the United States Naval Hospital in Oakland, California.

The superiority of sesame oil compared to isotonic sodium chloride solution has been demonstrated in a randomized crossover study in 79 patients with dry nasal mucosa due to a dry winter climate. Symptoms evaluated over the 14-day treatment were nasal mucosa dryness, nasal stuffiness and presence of nasal crusts. The overall assessment of all symptoms following administration of either sesame oil or nasal saline confirmed that sesame oil produces a statistically significant and highly effective treatment effect compared with nasal saline ($P < .001$). Specifically, 81% of patients reported that their nasal dryness symptoms had disappeared or improved after using sesame oil compared to only 33% of patients using nasal saline.

Dr. Taylor has personal and clinical experience with GeloNasal and comments that *"my patients have had a very good clinical response to GeloNasal and their feedback about its beneficial effects has been very positive. I am now*

recommending GeloNasal to manage dry nose and I see GeloNasal as another way to combine traditional healthcare practices with new treatments.”

GeloNasal Dry Nose Relief is now available and can be purchased by patients online at www.gelonasal.com. It can also be ordered from retail pharmacies. Additionally Eurus Pharma distributes GeloNasal to Otolaryngology practices that wish to distribute it directly to patients.

To discuss distributing GeloNasal or to receive samples please email Eurus Pharma at info@euruspharma.com or call 919-645-4990.