

Children's Health Update

A Wash A Day Can Help Keep Spring And Summer Allergens Away From Kids

(NAPSA)—According to the American Academy of Allergy, Asthma and Immunology, Americans spend some \$12 billion annually to treat allergic rhinitis, or seasonal allergies, which are particularly acute in spring and summer.

The cost can hit parents especially hard as some 40 percent of all children suffer from allergic rhinitis. To make matters worse, pediatric OTC nasal decongestants, which parents in the past have used to relieve symptoms, have been voluntarily withdrawn from shelves in light of warnings from the FDA against use of such products with children under 6.

However, a safe, natural, effective and low-cost alternative exists to minimize the severity of spring and summer allergy attacks in children and relieve the congestion and sinus pain associated with them.

Nasal irrigation or washing with a saline solution, practiced for hundreds of years, has been proven to provide safe and effective relief from allergies and reduce the need for expensive medication.

The traditional method of nasal irrigation is with a neti pot or squeeze bottle. But these can be impractical for children. For this spring and summer allergy season, SinuCleanse (www.sinucleanse.com), the leading manufacturer of neti pots in the U.S., has introduced Kids Mist™, a spray bottle producing an ultrafine mist that is easy to aim and that does not require touching the inside of the nose.

Kids Mist, specifically designed for use in infants and children, delivers a measured, precise dose of all-natural saline mist that is



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completely preservative free and that contains no benzalkonium chloride (BZCL). Preservatives such as BZCL, found in some brands of children's saline and nasal spray/drop solutions, have been shown to damage the sensitive lining of a child's nose. Kids Mist also features a proprietary anti-backwash valve that prevents recontamination.

According to the developer of Kids Mist, Diane G. Heatley, M.D., Associate Professor of Surgery and Pediatrics at the University of Wisconsin School of Medicine and Public Health in Madison, where she practices pediatric otolaryngology, nasal irrigation not only helps thin out mucus, allowing it to drain easily, but also washes out pollen in the nasal cavity and sinuses that can trigger allergy attacks.

Dr. Heatley recommends daily use of nasal irrigation for children during allergy season. Kids Mist is available nationwide at food, drug and mass outlets. Kids Mist has a suggested retail price of \$14.99 and includes a three-week saline solution supply.