

Health Bulletin



What Your Nose Should Know

(NAPSA)—While all wounds take time to clean, treat and heal, some can be more of a problem than others. Fortunately, when it comes to those that involve the nose, scientific research may have some answers.

Just about everyone can count on getting a nosebleed at some time or other. For tens of millions of Americans with hereditary bleeding disorders, vitamin K deficiencies and high blood pressure, especially the elderly, it can be a fairly frequent occurrence. The time till it stops can range from several minutes to an hour depending on the severity and medical history of the bleeder.

Recently, however, a new first-aid topical powder was developed which could stop bleeding inside the nose instantly.

While the most common remedy is holding the head back and applying direct pressure by pinching or holding the nose, it is not necessarily the most efficient treatment. With your head tilted, blood can flow down your throat and be swallowed, making you sick. If pressure is removed too soon, bleeding can start again.

The new powder, called NosebleedQR, which consists of a unique combination of potassium salt and polymer resin, treats the wound at the source of the injury for quick relief. The powder is added to an applicator and rolled in the nostril while the head is held upright. It completely seals the wound and stops the bleeding in seconds.

It's widely used by occupational health professionals, sports trainers and physicians. Dr. Brian S. Skrainka, a pediatric emergency room Medical Director who uses



A common—but unpleasant condition can now be treated quickly and neatly.

the treatment for his patients said, “When other measures failed, I was able to stop the bleeding. This would save a trip to the ER.” He added that the product is well tolerated by his patients, including those with bleeding disorders and has prevented more severe procedures. Nosebleeds that happen frequently or bleed profusely should be brought to a doctor’s attention.

Unlike traditional methods, which often have you keep unsightly tissue or gauze inside the nose until bleeding stops, this new treatment is completely hidden and lets you breathe normally. Additionally, it’s safe for the skin since it doesn’t require cauterizing—burning—as other nosebleed emergency procedures do.

It can also stop bleeding in such hard-to-treat areas as the forehead and neck.

Similar topical powders include UrgentQR, for minor cuts and lacerations and Kid’sQR, for children’s minor bleeding injuries. All are available in major retail, grocery and drugstores.

To learn more call 1-800-722-7559 or visit www.biolife.com.