

STÉRIMAR™, THE SEA WATER EXPERT

For more than 45 years, STÉRIMAR™ nasal sprays have been helping families breathe free, naturally.



All our products are made with 100% Natural Sea Water sourced from The Bay of Cancale on the Brittany coast in France and manufactured in the UK. The Bay of Cancale is an extremely protected environment, which also benefits from the permanent renewal of the water thanks to the highest tides in Europe. The area is also known to host the largest colony of Bottlenose dolphins in Europe, 400 of them! The outstanding purity of our Sea Water is certified by IFREMER (as class A).



STÉRIMAR™ products are:

- Suitable for pregnant and breastfeeding women
- May be used on their own or with other nasal medication based on the advice of a doctor



OUR SPECIFICALLY DESIGNED NOZZLES

As medical devices, the efficacy of STÉRIMAR™ products also comes from their format.

STÉRIMAR™ CANS



- ✓ The nozzles are specifically designed to fit and clean nasal cavities of adults and children from 3 years old
- ✓ They disperse the formula into very fine droplets further up the nose for increased efficacy
- ✓ They are easy to use at any angle

Recommended to use at home

STÉRIMAR™ PUMPS



- ✓ Advanced formulas to help fight symptoms of nasal conditions
- ✓ Our pumps have an anti-contamination spray valve; a patented technology which enables to keep our formulas 100% uncontaminated and safe, without the help of any preservative

Recommended to use at home and/or on the go

STÉRIMAR™ BABY NOZZLE



- ✓ Patented safety nozzle with ergonomic shape and non-slip, comfortable coating surface
- ✓ Very gentle spray of micro-diffused sea water
- ✓ Easy and stress free application every time

Recommended from Birth to 3 years

Note: All STÉRIMAR™ cans are class IIa medical devices and all pumps are class I.

Please contact your representative to find out about the POS material available.



SOFIBEL - Laboratoires Fumouze
110-114 rue Victor Hugo
92686 Levallois-Perret Cedex - France

Contact details / Distributor
Church & Dwight UK Ltd.,
Folkstone, CT19 6PG, UK
www.sterimarnasal.co.uk/contact-us

To contact us, please visit our website www.sterimarnasal.co.uk/contact
Before use, refer to the instructions for use of the medical device



100% NATURAL Sea Water based Nasal Sprays FREE FROM Drugs, Steroids, Preservatives

NASAL HYGIENE
DAILY USE



- Cleanses and cleanses nasal passages by eliminating impurities. Helps breathe better
- Helps prevent Ear, Nose & Throat disorders
- Isotonic solution, rich in marine minerals

I Isotonic

PREVENTION



- Cleanses and washes out impurities (including airborne responsible for colds)
- Helps to limit cold symptoms
- Isotonic solution, enriched with copper

I Hypertonic

COLD & CONGESTION



- Helps rapidly decongest the nose in case of colds and sinusitis
- Helps wash away even thick mucus
- Hypertonic solution, enriched with copper

H Hypertonic

PREVENTION



- Acts in 2 minutes
- Rapidly decongests and soothes the nasal passages in the event of colds and sinusitis
- Liquefies and clears even thick mucus
- Exclusive patented complex
- Hypertonic solution, enriched with copper and eucalyptus oil

H Hypertonic

HAYFEVER & ALLERGIES



- Eliminates allergens by washing out nasal cavities
- 42% reduction in the allergic rhinitis episodes*
- Isotonic solution enriched with manganese

I Isotonic

PREVENTION



- Exclusive patented complex
- Rapid relief of symptoms and rapidly neutralises the exterior particles which are responsible for the allergic reaction
- Moderately hypertonic solution

MH Moderately Hypertonic

NASAL HYGIENE



- Patented safety nozzle unblocks
- Gently clears and helps ensure comfortable breathing to facilitate sleep and feeding
- Isotonic solution, rich in marine minerals

I Isotonic

BABY SPECIFIC



- Patented safety nozzle
- Decongests rapidly
- Helps relieve the risk of secondary infections by washing out nasal cavities
- Hypertonic solution, enriched with copper

H Hypertonic

DECONGESTION



- Immediately relieves congestion
- Forms an invisible protective film on the mucous membrane that acts as a barrier against external causes responsible for cold symptoms and sinusitis
- Exclusive patented complex
- Hypertonic solution, enriched with copper

H Hypertonic

From 3 years and up

From birth

From 3 months to 3 years



100% Natural Sea Water based Nasal Sprays



for common nasal conditions for the whole family

FREE FROM Steroids | Drugs | Preservatives



MANAGING NASAL CONDITIONS WITH SALINE SOLUTIONS

Conditions affecting the nasal passages and sinuses can be uncomfortable and distressing. Medications to treat symptoms are widely available on prescription and over the counter, but often people prefer to manage, or potentially prevent, illness and symptoms using a natural, non-medicated approach. This decision can be personal preference, or is sometimes a necessary choice when an individual is more vulnerable or when specific medications are contraindicated.

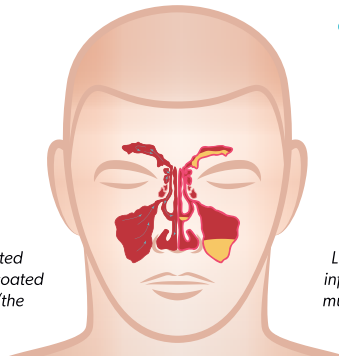
The structure and function of nasal passages and sinuses

The nose filters, warms and humidifies air as it is inhaled; it also houses the olfactory receptors that provide a sense of smell.¹ The nose and four paranasal sinuses provide a first line of defence against foreign particles such as dust, allergens and pathogens. They are lined with ciliated epithelium coated with mucus (the mucosa): the mucus traps foreign particles, and the cilia beat in synchrony, propelling mucus towards the nasopharynx for swallowing. The mucus also contains immunoglobulin A (IgA) — an additional, immunological defence against pathogens.¹

Effective functioning of the nasal system depends on the health and barrier function of the mucosa, good functioning of the cilia, and the presence of quality mucus. Dysfunction — often the result of an upper respiratory tract infection (URTI)* or allergy — can cause symptoms such as congestion, rhinorrhoea (runny nose), facial pressure and headaches.¹

Normal

Lining – ciliated epithelium coated with mucus (the mucosa)



Congested/infected

Lining becomes inflamed. Excess mucus collects in the sinuses

Common conditions of the nasal passages and sinuses

Many conditions affecting the nasal passages and sinuses are caused by infection, e.g. common cold, influenza and rhinosinusitis, or allergens/irritants, e.g. allergic rhinitis such as hayfever.

Nasal infections are generally self-limiting, but symptoms¹ can be uncomfortable and distressing. The common cold is a particularly familiar infection in the UK: adults have two or three colds each year, while babies and children suffer five or six, and pre- or primary school children can have up to 12.²

Allergic rhinitis (including hayfever, and allergy to other airborne particles) is also common, and is associated with uncomfortable symptoms.¹ In the UK, it affects 26% of adults, up to 19% of 13/14 year-olds, and 10% of 6/7-year-olds; but prevalence is increasing.³

Management options

For common nasal conditions, management usually involves controlling the causative factors, reducing symptom severity and alleviating discomfort. People often prefer to do this naturally, without drugs. However, not all 'natural' remedies are suitable for everyone, so it is important to understand these interventions. If symptoms are severe, worsen or are difficult to manage, patients should seek advice from a pharmacy or GP.

*A URTI can involve the nose, sinuses, pharynx, or larynx.

†Common symptoms of nasal conditions (infections and/or allergies) – catarrh: build-up of mucus in airways; nasal congestion: a feeling of stuffiness/blocked nose (caused by anything that irritates/inflames nasal tissue and dry/poor quality air); sinus congestion: a feeling of fullness in the sinuses; rhinitis: inflammation of the nasal mucosa; most commonly caused by common cold and allergy; rhinosinusitis/sinusitis: inflammation of the sinus mucosa; rhinorrhoea: runny nose; drainage may occur through the nose, down the back of the throat, or both.

Good nasal hygiene through nasal irrigation involves flushing the nose and sinuses with seawater or saline (Box 1). This helps minimise exposure to unavoidable causes of congestion by keeping the nasal passages free of irritants, allergens and pathogens. It is well tolerated, and safe to use in pregnancy and while breast-feeding.⁴ It is particularly useful for young babies, infants and children due to its ease of use and tolerability.⁵

Nasal irrigation (Box 1) – Softens and rinses out excess mucus.^{6,7} Irrigation can also clean crusted nostrils. It is useful in babies, infants and children under 12 years, whose use of medical products is more restricted.⁸ Studies in URTIs have shown that seawater and/or saline solution irrigation reduces symptoms (including congestion and rhinorrhoea) in acute⁹ and chronic^{9,10} rhinosinusitis; aids trophic and functional recovery of the respiratory epithelium;¹¹ and reduces illness duration, medication use, transmission within households, and viral shedding.^{8,12} The NHS gives guidelines for irrigating the nasal passages to alleviate symptoms of nonallergic rhinitis.⁶ Trials in allergic rhinitis have found that saline irrigation with specially-formulated solutions may: reduce symptoms, mucosal oedema and inflammatory mediators; improve ciliary function; and support healing of the nasal mucosa.^{9,9} The British Society of Allergy and Clinical Immunology (BSACI) recently described its usefulness for reducing symptoms and, potentially, the need for drug treatment.¹³

Box 1: Nasal irrigation

- Saline – sodium chloride solution; can be prepared at home; isotonic solutions/drops are available to buy and on prescription.

- Seawater sprays and solutions – less rich in sodium ions than normal saline solution, and richer in naturally-occurring bicarbonate and minerals;^{8,11} isotonic (hygiene/preventive) and hypertonic (symptom control/management) solutions are available to buy and on prescription.

*The benefits of the trace elements and minerals delivered via nasal irrigation solutions have not been established in the laboratory or clinic. Potential benefits of individual components might include: bicarbonate — reduces secretion viscosity;¹¹ potassium — promotes healing and repair;¹¹ copper — essential for immune function;¹⁴ magnesium — required for immune function,¹⁵ reduces local inflammation,¹¹ and protective in acute allergic reactions.¹⁵

Non-serious nasal conditions can often be prevented and self-managed naturally, without the need for drugs. This is particularly relevant for particular groups in whom the use of some pharmacological therapies is contraindicated. However, if symptoms are severe, worsen or become difficult to manage, people should be encouraged to seek advice from a health professional.

References

1. Archer SA. Nasal Physiology. Medscape. Available at: <https://emedicine.medscape.com/article/874777-overview>. Accessed January 2020. National Institute for Health and Care Excellence. 2016. Common Cold. Available at: <https://cks.nice.org.uk/common-cold>. Accessed January 2020. 3. National Institute for Health and Care Excellence 2018. Allergic rhinitis. Available at: <https://cks.nice.org.uk/allergic-rhinitis>. Accessed January 2020. 4. National Institute for Health and Care Excellence 2018. Allergic rhinitis. Management. Available at: <https://cks.nice.org.uk/allergic-rhinitis/management>. Accessed January 2020. 5. Chirico G, Beccegutti F. Nasal obstruction in neonates and infants. Minerva Pediatr 2010;62(5):499-505. 6. NHS 2019. Non-allergic rhinitis. Available at: <https://www.nhs.uk/conditions/non-allergic-rhinitis/>. Accessed January 2020. 7. Principal N. Esposito S. Nasal irrigation: an imprecisely defined medical procedure. Int J Environ Res Public Health. 2017;14(5):516. doi:10.3390/ijerph14050516. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5451967/>. Accessed March 2020. 8. Chirico G, Quarantone G, Malafet P. Nasal congestion in infants and children: a literature review on efficacy and safety of non-pharmacological treatments. Minerva Pediatr 2014;66(6):549-557. Available at: <https://www.ncbi.nlm.nih.gov/pubmed/25336097>. Accessed January 2020. 9. Culig J, Leppes M, Veeva A, Djanic D. Efficiency of hypertonic and isotonic seawater solutions in chronic rhinosinusitis. Medicinski Glasnik 2010;7(2):116-123. 10. Friedman M, Hamilton C, Samuelson et al. Dead Sea salt irrigations vs saline irrigations with nasal steroids for symptomatic treatment of chronic rhinosinusitis: a randomized, prospective double-blind study. International Forum of Allergy and Rhinology 2012;2(3):252-257. 11. Bastier P-L, Lechot A, Bordenave L, Durand M, de Gabory L. Nasal irrigation: from empiricism to evidence-based medicine. A review. Eur Ann Otorhinolaryngology, Head and Neck Diseases 2015;132:281-285. 12. Ramalingham S, Graham C, Dove J, Morrice L, Sheikh A. A pilot, open labelled, randomised controlled trial of hypertonic saline nasal irrigation and gargling for the common cold. Scientific Reports 2019;9:1015. Available at: <https://doi.org/10.1038/s41598-019-37703-3>. Accessed January 2020. 13. Scadding GK, Kariyawasam HH, Scadding G et al. BSACI guideline for the diagnosis and management of allergic and non-allergic rhinitis. BSACI Rhinitis Guideline. 2017. DOI: 10.1111/cea.12953. Available at: file:///C:/Users/Home%20laptop/Downloads/S-cadding_et_al-2017-Clinical%20and%20Experimental%20Allergy.pdf. Accessed January 2020. 14. National Research Council (US) Committee on Copper in Drinking Water. 2000. Health Effects of Copper Deficiencies. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK22396/>. Accessed February 2020. 15. Gilland L. Magnesium and immune function: an overview. Magnesium. 1988;7(5-6):290-295. Available at: <https://pubmed.ncbi.nlm.nih.gov/3075245-magnesium-and-immune-function-an-overview/>. Accessed February 2020. Image references: Page 1: iStock.com/PeopleImages; Page 2 adapted from: iStock.com/PeterHermesFuruk & ElenBuse

THE BENEFITS OF SEA WATER

Sea Water is renowned for being perfectly compatible with the cells of the body and many therapeutic virtues.

The nasal delivery of a formula made with 100% Natural Sea Water has a number of benefits:

- ✓ moisturises the nasal membrane
- ✓ decongests (in the use of a hypertonic formula)
- ✓ eases elimination of impurities (dust, mucus, pollution etc.)

As a result, it helps:

- ✓ relieve symptoms of many nasal conditions
- ✓ prevent further disfunction by keeping the nasal membrane healthy

Sea water also contains essential trace elements (copper, manganese, sulfur, zinc, magnesium, etc.) which have specific properties and activate many metabolic processes. They are essential for the growth and balance of nasal mucous cells.

ISOTONIC AND HYPERTONIC FORMULAS

A key difference between Sea Water based formulas is the level of salinity.

ISOTONIC FORMULA

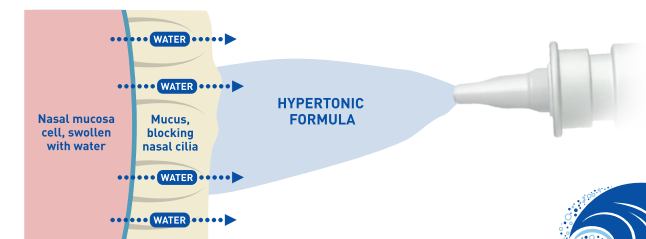
- ✓ Recommended for nasal cleansing through routine application
- ✓ Equal concentration of sodium chloride (salt) to that of the cells of the human body

HYPERTONIC FORMULA

- ✓ Recommended for decongestion when the nose is blocked and the mucosa feels inflamed
- ✓ Higher concentration of sodium chloride (salt) than that found in the cells of the human body creating the osmotic effect

What is the OSMOTIC EFFECT?

Osmosis occurs when two environments have different salt concentrations – the water goes from the least salty to the most salty. This allows the excess water to be extracted from the inflamed nasal mucosa, leaving it decongested.



CONGESTED NASAL MUCOSA