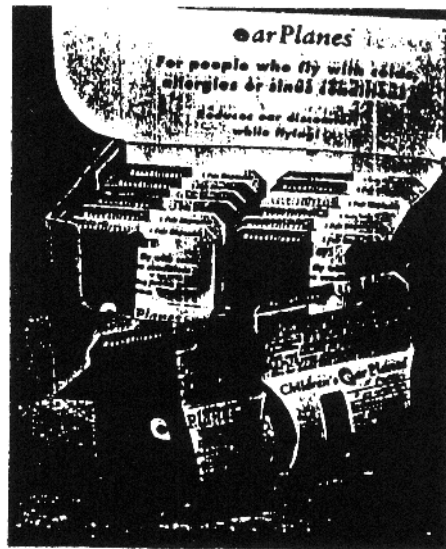


EarPlanes® & Children's EarPlanes®

For Your Customers
Who Suffer From
Ear Pain Or
Discomfort When
They Fly



Researched, Tested & Recommended By Pharmacists And Doctors

- Developed by the prestigious House Ear Institute, the world-wide leader in ear surgery and hearing research.
- Tested by U.S. Navy pilots.
- Recommended by pharmacists and doctors:

"EarPlanes really work. I have used them personally and I recommend them to my customers. There's nothing like them on the market."

Sam Miller, Pharmacist
Medical Square Pharmacy
Los Angeles, California

"I wish to compliment your product as I found it to be effective and definitely indicated for patients who fly and have problems with their eustachian tubes"

Dr. Stanley J. Cannon
M.D., F.A.C.S., F.A.C.E.M.

Patented Filters Regulate Air Flow:

- EarPlanes are the only products available which regulate the air flowing into and out of the ear thereby alleviating ear pain caused by rapid changes in cabin air pressure.
- EarPlanes are recommended for travelers who must fly with colds, allergies or sinus conditions. Children's EarPlanes are for 5 to 11 year olds.
- EarPlanes are to be used for two flight segments only because the filters may get clogged with dust particles thereby reducing effectiveness.

**Make Flying Comfortable
For Your Customers -
Recommend EarPlanes!**

**EarPlanes® - Take The
Plane Without
The Ear Pain™**

Earplanes can be purchased
at Sydney airport \$14.00 a pair

0296691580 Pharmacy at airport

EARPLANES™

EarPlanes™ are a pressure regulating earplug inserted in the ear to help reduce the pain and discomfort often associated with air travel. They were developed by Cirrus Air Technologies in conjunction with the House Ear Institute in Los Angeles, and have been clinically tested by U.S. Navy aviators at the Miramar Naval Air Station in San Diego. The U.S. Food and Drug Administration has designated EarPlanes™ as a "Class 1" medical device, and as such, they may be purchased over-the-counter without a prescription.

Why Some People Experience Ear Discomfort:

The ear is a complex sensory system composed of three fundamental components: the outer ear, the middle ear and the inner ear. The middle ear is a closed cavity beginning behind the eardrum and extending into the temporal bone to the inner ear. This closed cavity has a vent tube into the throat called the Eustachian tube ("ET"). The ET is analogous to a collapsed section of hose connecting the middle ear to the throat. It is a critical component in the hearing organ, and is the subject of much discussion whenever colds, flu or allergies interfere with its proper function. Normally, the ET opens and relieves pressure across the eardrum whenever one swallows or yawns. This occurs naturally and unconsciously approximately every three to five minutes in a healthy individual. However, if one flies in an aircraft or otherwise experiences a significant change in elevation, more swallowing and/or yawning is required in order to relieve the pressure build-up. A cold, flu or allergy will cause inflammation, fluid build-up and swelling in the middle ear and ET. Under these conditions it becomes more difficult to relieve the pressure build-up. The result is discomfort, and in some cases, extreme pain.

Why Air Pressure Changes in Aircraft:

The typical air pressure at sea level is 14.75 pounds per square inch (psi) and decreases to approximately 10 psi at a 10,000 foot elevation. Aircraft manufacturers realised long ago that the internal cabin pressure must be reduced to maintain the structural integrity of the aircraft's fuselage as it ascends to areas of dramatically reduced external air pressure. To minimise the effects of hypoxia (oxygen deprivation) on travellers, a commercial aircraft's cabin will depressurise to an air pressure equivalent to 8,000 feet altitude (approximately 11 psi). The rate of air pressure change during ascent and descent, as expressed as a change in altitude, is typically 500 feet per minute.

How EarPlanes™ Work:

EarPlanes™ consist of two elements: a silicone ear plug and a ceramic pressure regulator. The silicone ear plug has four circumferential rings which provide an air-tight seal between the product and the ear canal. The ceramic element is a controlled-porosity filter, one end of which is exposed to the external cabin pressure, with the opposite end exposed to the sealed chamber formed when the ear plug is inserted in the ear. Thus, as the cabin air pressure changes, a pressure differential is created across the ceramic filter, thereby causing air to flow through the filter. The filter acts as an impedance to the flow of air into and out of the ear canal.

As previously discussed, discomfort is caused by blockage and/or swelling of a passenger's Eustachian tube(s). The air pressure changes induced by an aircraft's descent rate of 500 feet per minute are too rapid for the blocked Eustachian tubes to adjust properly. However, EarPlanes™, by providing an equal-but-opposite impedance on the exterior of the middle ear, allows relief. Discomfort is reduced because the air pressure difference on the exterior and interior of the middle ear is lessened.

A typical descent from 8,000 feet altitude (maximum depressurisation) to sea level takes 16 minutes. The pressure regulator featured in EarPlanes™ in effect changes the way the user's middle ear "experiences" the descent - from an abrupt (painful) event over a short period to a more gradual lessening of pressure, thus enabling the delicate apparatus to adjust at a far more comfortable rate. Put another way: if it takes the aircraft 16 minutes to descend, an EarPlanes™ user's ear are, in effect, taking 24 minutes to descend. The additional "time lag" provided by EarPlanes™ allows the Eustachian tubes to function more normally.

Who Should Use EarPlanes™?

EarPlanes™ are intended for use by people who must fly even though suffering with a cold, allergy or sinus condition. We recommend that children under the age of 5 not use the product, principally because below this age the size of the ear canal may not allow for a correct fit. Use of EarPlanes™ in the event of severe sinus congestion (completely blocked Eustachian tubes) is not recommended.

Are There Any Other Benefits to EarPlanes™?

EarPlanes™ also act as noise-suppression ear plugs. Noise suppression at 250 Hz is 22dB, increasing nearly linearly to 35 dB at 8 Hz. In the critical speech range of 1 kHz to 2 kHz, attenuation is 28 dB. Many users report that EarPlanes™ seem to filter out much of the objectional high frequency noise generated by aircraft engines. Most importantly though, airline flight safety announcements may still be heard (and headsets worn) by users with normal aural acuity.

Why are EarPlanes™ Disposable?

During operation, air flows through the microscopic pores of the ceramic filter. Particles of smoke, pollen and airborne bacteria are small enough to eventually "clog" the filter and lengthen the induced delay.