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“It’s been a year since surgery with Balloon Sinuplasty™ Technology, and I’ve felt much better. I have energy to work a full day and to go out at night. It’s made a tremendous difference in how I approach my life.”

– Sherwin G

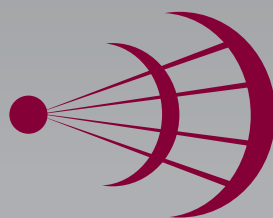
Occupation: Allergist

Years as a chronic sinusitis sufferer: 3.5

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Don’t wait any longer to get relief.

Find out how Balloon Sinuplasty can relieve your sinusitis symptoms.



**EYE & E.N.T.**  
Specialists, PLC

Call Eye & E.N.T. Specialists PLC today at  
at 269-945-3888 or visit [pennockhealth.com](http://pennockhealth.com)



Balloon Sinuplasty™ Technology is intended for use by or under the direction of a physician. Balloon Sinuplasty™ Technology has associated risks, including tissue and mucosal trauma, infection, or possible optic injury. Consult your physician for a full discussion of risks and benefits to determine whether this procedure is right for you.

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**Acclarent**

## CHRONIC SINUSITIS SUFFERERS: Sinus Relief is Here.

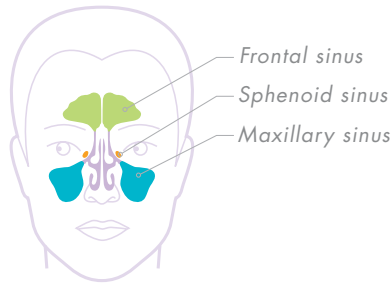


**Balloon Sinuplasty™**  
*technology by Acclarent*

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In Partnership with:  **PENNOCK  
HEALTH SERVICES**

# THE FACTS ABOUT CHRONIC SINUSITIS



**Sinuses** are air-filled pockets behind the facial bones surrounding the nose. Each sinus has an opening through which mucus drains. This drainage keeps your sinuses working well and you healthy. Anything that obstructs that flow may cause a buildup of mucus in the sinuses, which may lead to infection and inflammation of the sinuses.

**Sinusitis** occurs when the linings of your nose, sinuses and throat become inflamed, possibly from a pre-existing cold or allergies. **Chronic sinusitis** is when this inflammation lasts three months or more.

## Common symptoms include<sup>1</sup>:

- Facial pain, pressure, congestion or fullness
- Difficulty breathing through the nose
- Discharge of yellow or green mucus from the nose
- Teeth pain
- Loss of the sense of smell or taste
- Headache
- Fatigue
- Sore throat
- Bad breath

# WHY CHOOSE BALLOON SINUPLASTY™?

Typical treatment for sinusitis begins with medication prescribed by your doctor. However, up to 60% of chronic sinusitis sufferers don't get relief with medication<sup>2</sup>. For these patients, a surgical procedure may be recommended.

**Balloon Sinuplasty** is a minimally invasive procedure that opens sinus passages. It relieves the pain and pressure associated with chronic sinusitis.

**SAFE** More than 150,000 patients have been treated safely with *Balloon Sinuplasty* Technology.

**PROVEN** 95% of patients who have had the procedure say they would have it again<sup>3</sup>.

**FAST** While recovery time varies with each patient, many people quickly return to normal activities<sup>4</sup>.

*Balloon Sinuplasty* is available to some patients as a procedure conducted in a doctor's office under local anesthesia.

<sup>1</sup> <http://www.entnet.org/healthinformation/sinusitis.cfm>

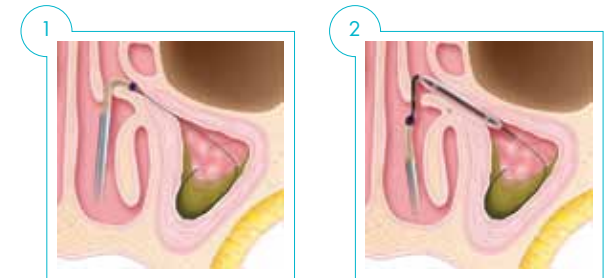
<sup>2</sup> Hamilos, D. Chronic sinusitis. *J Allergy Clin Immunol* 2000; 106: 213-227; Stankiewicz, J., et al. Cost Analysis in the Diagnosis of Chronic Rhinosinusitis. *Am J Rhinol* 2003; 17(3): 139-142; Subramanian, H., et al. A Retrospective Analysis of Treatment Outcomes and Time to Relapse after Intensive Medical Treatment for Chronic Sinusitis. *Am J Rhinol* 2002; 16(6): 303-312; Hessler, J., et al. Clinical outcomes of chronic rhinosinusitis in response to medical therapy: Results of a prospective study. *Am J Rhinol* 2007; 21(1): 10-18; Lal, D., et al. Efficacy of targeted medical therapy in chronic rhinosinusitis, and predictors of failure. *Am J Rhinol Allergy* 23, 396-400, 2009.

<sup>3</sup> ORIOS I, office-based dilation, Data on file at Acclarent.

<sup>4</sup> Wynn R, Vaughn W. "Post-Operative Pain After FESS with Balloon Sinuplasty." AAO, 2006.

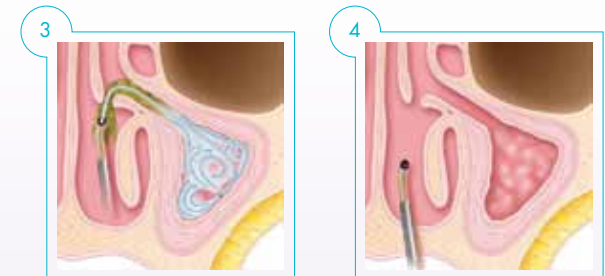
# HOW DOES BALLOON SINUPLASTY WORK?

In *Balloon Sinuplasty*, inflamed sinuses are opened in the same way that doctors open up blocked arteries during balloon angioplasty.



**Step 1.** A balloon catheter is inserted into the inflamed sinus.

**Step 2.** The balloon is inflated to expand the sinus opening.



**Step 3.** Fluid is sprayed into the infected sinus to flush out pus and mucus.

**Step 4.** The system is removed, leaving the sinuses open.

After *Balloon Sinuplasty*, the sinuses remain open, allowing the return of normal sinus drainage and relief of sinus pressure.