

HEADING FOR THE BEACH? DON'T FORGET SWIM-EAR - the suitcase essential for water babies

Trapped ear-water is a common complaint, particularly for small children and those who spend a lot of time in water such as surfers, divers and swimmers. It can cause distressing pain and discomfort in the ear as well as impaired hearing, often lasting for several days. Left untreated, it can also lead to acute ear infections.

Swim-EAR is a unique product that has been developed especially to help those people who suffer with trapped ear-water. Containing Anhydrous Glycerin and Isopropyl Alcohol, it works within seconds to dislodge and evaporate trapped water from the sides of the ear canal. It leaves the ear clean and free of water and bacteria, helping to prevent nasty ear infections.

Not all sea water is as clean as we might like it to be. Even clear pool water can contain pollutants and harmful bacteria. If water is trapped in the ear canal it can lead to a growth of bacteria and subsequent infections, often requiring antibiotic treatment.

Young children are particularly prone to trapped ear-water, so for a relaxing holiday, be prepared and remember to include Swim-EAR in your suitcase essentials.

Swim-EAR can be used by adults and children over four years of age and is available in a 30ml plastic dropper bottle. It's very easy to use, so it's great for treating kids and adults alike. It is also easy to pack in your sponge bag when you're travelling.

Swim-EAR is recommended for use when trapped ear-water occurs after swimming, diving and water sports, etc. It should be used when the problem arises and it is not necessary, therefore, to use it before entering the water.

Swim-EAR is available from Asda, Sainsbury's, pharmacies and selected health stores around the country as well as the online store www.wellcene.co.uk. A 30ml bottle retails at £4.99.

For further information contact Herbal Concepts on 01525 292345 or email: sales@herbal-concepts.co.uk.

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