

# Enhance Nasal Mucosa Healing Process after Rhinoplasty

New Technology in Treatment

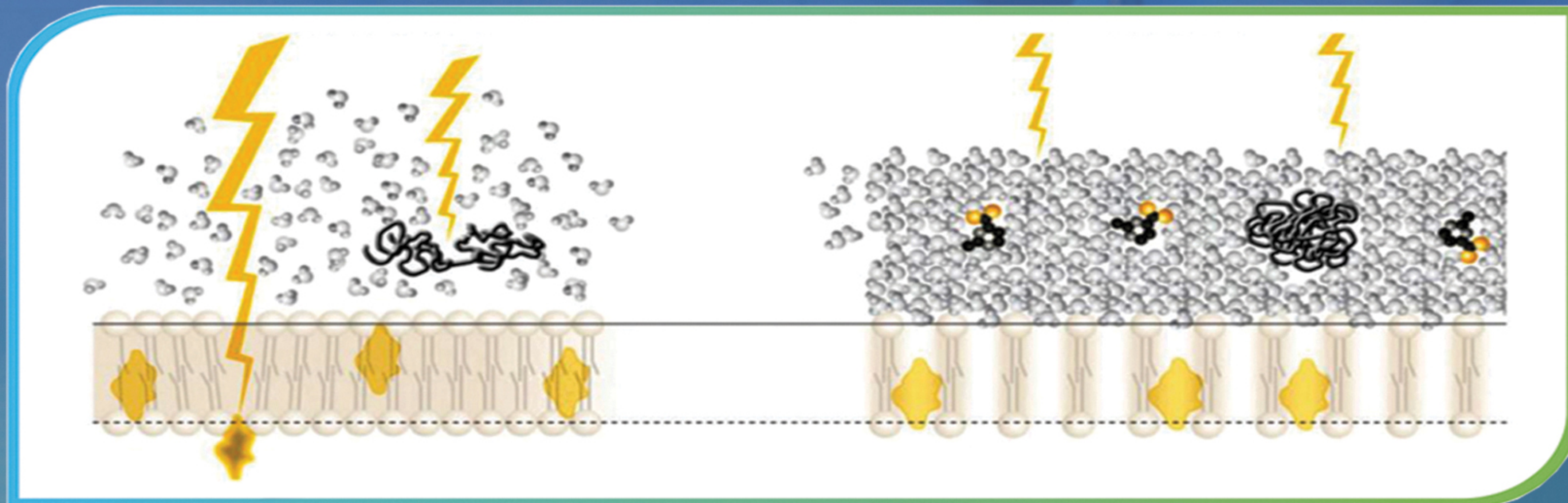
with Betadine Nasal Sprays Containing Ectoin

PVP-I FREE



# What is Ectoin mechanism of action?

A protective ingredient, small amino acid derivative molecule, has cosmotropic and hydrophilous properties designed by nature<sup>1,2</sup>



## »» Anti-inflammation

Prevention of stress mediator release which mediates inflammatory process<sup>4</sup>

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## »» Hydration of nasal mucosa

Providing a very stable hydro complex with water outside the cells creating a moist environment<sup>2,3</sup>

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## »» Safety profile

Mechanism of action without interacting pharmacologically nor binding to human receptors<sup>2,3</sup>

## »» Regeneration of nasal mucosa

Allocating time to epithelium to regenerate<sup>3</sup>

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## »» Protection against allergens and pathogens

Providing a hydro complex barrier on nasal mucosa<sup>3</sup>

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## »» Cell membrane stabilization

Formation of stable Hydro complex with strengthened hydrogen bond and stabilizes intermolecular interactions in biomolecules, such as proteins and lipids<sup>3</sup>

# Why should Betadine nasal sprays be used after rhinoplasty?

- Reduction of itching and any nasal irritation after surgery
- Treatment of nasal congestion and dyspnea after surgery
- Prevention and treatment of allergies, cold and flu after nose surgery
- Removal of nasal mucosa inflammation, swelling and bruising after surgery
- Definite elimination of nasal mucosa dehydration and epistaxis after surgery
- Nasal & sinuses irrigation and rhinosinusitis and headache relief after surgery
- Improvement of rhinorrhea, post nasal drips and parosmia and phantosmia after surgery
- Rapid regeneration of nasal mucosa and treatment of intranasal wounds and scars after surgery
- Accelerating the absorption of sutures and evacuation of secretions and dried blood clots after surgery

# How should I administrate Betadine nasal spray after rhinoplasty?

Use Betadine nasal spray one to two puffs in each nostril, TID, after removing the tampon from the nose.



To prescribe Betadine Soothing Allergy Relief in all cases after rhinoplasty.



To prescribe Betadine Soothing Nasal & Sinus Relief in cases with sinusitis and headache after rhinoplasty.

## » References:

1. Betadine Soothing Relief Nasal Spray. Product Insert Leaflet.
2. Lentzen, G. and Schwars, T. Applied Microbiology and Biotechnology Journal, 2006.
3. Kunte, H. et al, Current Biotechnology Journal, 2014.
4. Harishchandra, R. et al, Biophysical Chemistry Journal, 2010.



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