

BALLOON SINUPLASTY[™]

BALLOON SINUPLASTY[™]

REVOLUTIONARY!

NEW TECHNOLOGY FOR SINUSITIS PATIENTS

Sinusitis is one of the most common chronic health problems in the U. S., afflicting 37 million Americans each year. Sinusitis significantly impacts an individual's physical, functional, and emotional quality of life.



Howard L. Levine, M.D.
Director
Cleveland Nasal-Sinus
& Sleep Center

Until recently, sinusitis patients were generally limited to two treatment options: medical therapy such as antibiotics, nasal irrigation and topical nasal steroids or conventional sinus surgery such as Endoscopic Sinus Surgery (ESS).

Medical therapy can help alleviate symptoms for some patients, but for 20-25% of sufferers, this alone is not adequate. For these patients, sinus surgery alone or in combination with medical therapy is their next hope in finding relief. ESS is a conventional operation that requires bone and tissue removal in order to open up blocked sinus passageways. With no desirable treatment, over 600,000 Americans are left living with their sinus condition.

For more information about these new,
Sinus Balloon Catheters for sinusitis patients,
visit www.clevelandnasalsinus.com.

To find out if the **Balloon Sinuplasty[™]** system is appropriate for your condition,
**contact Howard Levine, MD at
216-518-3298.**

Now there is a new procedure called **Balloon Sinuplasty[™]**. Howard Levine, MD at the Cleveland Nasal Sinus & Sleep Center is one of the international researchers in this technology and is now using this to offer new hope in relief to chronic sufferers.

Balloon Sinuplasty[™] along with endoscopic sinus surgery involves using a small, flexible balloon catheter that is placed through the nostril into the blocked sinus passageway. When the balloon is inflated, it gently restructures and opens the sinus passageway, restoring normal sinus drainage and function.

Benefits of **Balloon Sinuplasty[™]**.

The **Balloon Sinuplasty[™]** allows Dr. Levine to treat sinusitis entirely through the nostrils, and in many cases without tissue or bone removal. This may result in reduced bleeding and post-procedure discomfort for most patients. Clinical studies have shown treatment using the **Balloon Sinuplasty[™]** technology to be safe and effective in relieving symptoms of sinusitis. While recovery time varies with each patient, many people can return to normal activities after 24 hours.



YOU DESERVE A BREATH OF FRESH AIR®

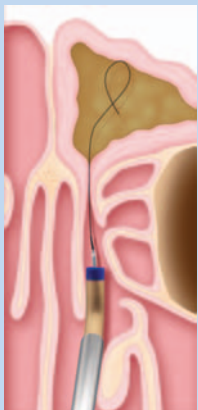
Dated Material DO NOT DELAY

www.clevelandnasalsinus.com

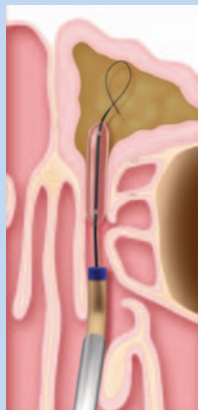
STEPS FOR BALLOON SINUPLASTY™

- STEP 1:** Using the Balloon Sinuplasty™ system, Dr. Levine gently places a Sinus Guide Catheter and a flexible Sinus Guidewire through the nostrils to access the target sinus. Then a Sinus Balloon Catheter is advanced over the Sinus Guidewire.
- STEP 2:** The Sinus Balloon Catheter is positioned across the blocked sinus opening and gently inflated.
- STEP 3:** The Balloon Sinuplasty™ system is removed, leaving an open sinus passageway and restoring normal sinus drainage and function.

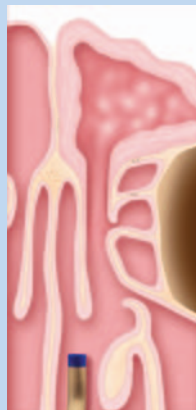
STEPS



STEP 1



STEP 2



STEP 3

TECHNOLOGY BENEFITS

Balloon Sinuplasty™ TECHNOLOGY BENEFITS

Safe and effective

While use of any surgical instrument involves some risk, clinical studies have shown the Balloon Sinuplasty™ system to be safe and effective in relieving symptoms of sinusitis.



Minimally invasive

The technology uses small, soft, flexible devices that are introduced through the nostrils.

These devices gently open blocked sinus openings.



Reduced bleeding

Because in many cases, no tissue or bone is removed during surgery using this technology, there may be reduced bleeding. As a result, the need for uncomfortable nasal packing may also be eliminated.



Fast recovery time

While recovery time varies with each patient, many people can return to normal activity after 24 hours.



Does not limit treatment options

The Balloon Sinuplasty™ technology is an endoscopic tool and may be used with other medical therapies or surgical techniques. It does not limit future treatment options if you have progressive disease.

RELIEF IS HERE! • www.clevelandnasalsinus.com

If you suffer from a stuffy nose, call **Cleveland Nasal-Sinus & Sleep Center** at **216-518-3298** or **800-24-SINUS**. 