

www.otiblock.com

OTIBLOCK[®]
Ear Spray

**The earwax
solution**
you will be
hearing about

The problem

Earwax is a natural secretion that confers physical, immunological and chemical protection to ear.

However, the excessive accumulation can:

Cause symptoms such as:

- hearing loss
- pain
- itching
- sensation of fullness
- tinnitus
- odor
- drainage
- cough
- dizziness

Impede the correct exploration of the tympanic membrane and the outer ear.

Available options do not respect the external ear canal pH, facilitating bacterial infection or causing irritation. Non aqueous solutions are uncomfortable to use, and decrease compliance in those users that are prone to produce earwax.

Epidemiology

Excessive or impacted earwax is present in:

One in 10 children

One in 20 adults

More than one-third of the geriatric
and developmentally delayed populations

These figures have an impact in health care services:

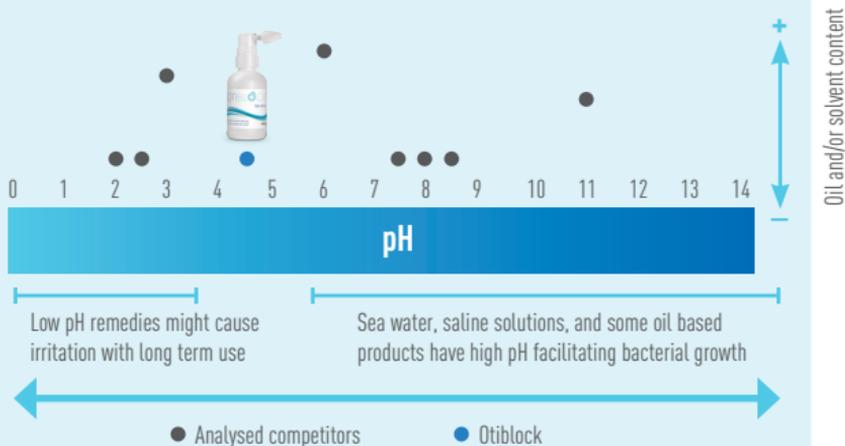
- **12 million people seek medical care annually** for problematic earwax in the United States, resulting in nearly 8 million earwax removal procedures.
- Approximately, **2% to 6% of the general population in the United Kingdom** suffers from earwax impaction at any given time.

The solution

OTIBLOCK® is a hydrogen peroxide solution that crumbles and solves earwax.

In addition, it has been **formulated to balance the pH**, being consistent with the physiology of the outer ear canal, **precluding bacterial overgrowth** and **reducing the risk of external otitis** among more susceptible patients (diabetics, immunodepressed...).

OTIBLOCK® ADVANTAGES OVER COMPETITOR PRODUCTS



- **pH** of normal external auditory canal is around 5,5.
- **ENT specialists warn** about the use of saline solutions which have high pH, and may increase the risk of bacterial growth.
- **Some doctors** also disapprove the use of oil-based formulation which can compress with earwax making difficult its extraction by aspiration.

How to use OTIBLOCK®

Ear Spray

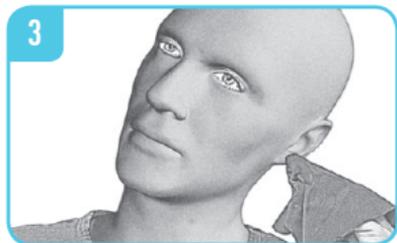
OTIBLOCK® is applied using a dispensing pump specially designed for use in the outer ear canal as shown in the diagram.



1 Tilt your head forwards and gently pull your ear backwards.



2 Carefully place the applicator in the outer ear canal and press it 4 or 5 times. Keep your head tilted forwards for about 5 minutes.



3 Turn your head in the opposite direction to allow the liquid to drain and dry.



4 Clean the applicator with water and dry it. Keep it for future applications.

Repeat three times daily.

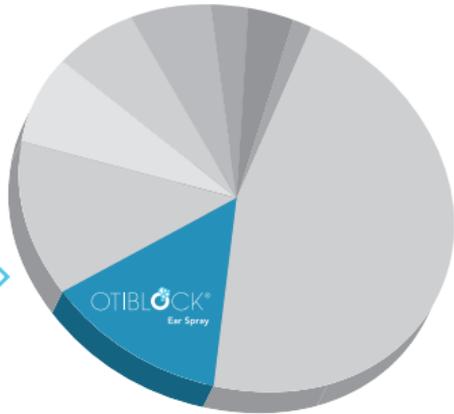
Hearing aids must be removed before using OTIBLOCK®.

OTIBLOCK® market share in values reached 14%, holding the second position in the Spanish market.

Otiblock market share shows:

- Validation of the rational behind the product.
- It has immediately been very positively welcomed by ENT specialists and pharmacists.

OTIBLOCK®
Market share: 14 %



Source: IMS sell-out pharmacy MAT Dec'17

OTIBLOCK® marketing model is exportable to other countries by distributors willing to growth in ENT area and pharmacy channel.



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1. Gil-Carcedo LM, Vallejo Valdezate LA. El oído externo. La secreción del CAE: Fisiología, antropología y patología. Madrid: Editorial Ergón; 2001. Págs. 381-393. 2. Roland et al. Otolaryngology-Head and Neck Surgery (2008) 139, S1-S21. 3. Otiblock instructions of use.

If you are interested in becoming Otiblock® distributor contact us: rraulich@mitelos.com

Mitelos