

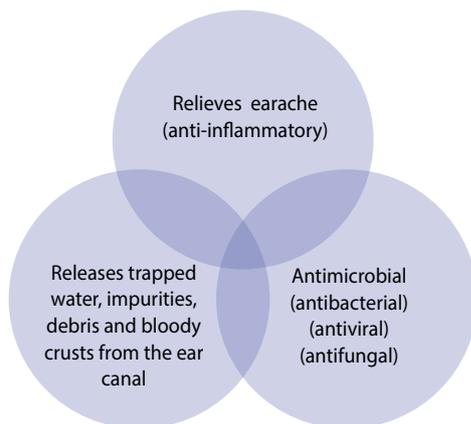
## Otitis externa

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### Introducing Silverlab SPORT Swimmers Ear Drops

#### A new generation triple action eardrop



**Otitis externa** is a common inflammatory condition of the ear, usually caused by infection and affecting up to 10% of the population. It is especially common in children and is more likely to occur in those who are frequently exposed to water. Swimmer's ear is a form of otitis externa caused when water is trapped in the ear canal after swimming. Otitis externa not only affects swimmers but also those with eczema or excess earwax. It may even occur from excessive cleaning of the ear canal, contact with chemicals (such as hair spray), or contact with bacteria in hot tubs and Jacuzzis<sup>3</sup>.



**Silverlab SPORT Swimmers Ear** is indicated for swimmer's ear and the general condition of **otitis externa**.

Each 8 drops of **Silverlab SPORT Swimmers Ear** Liquid contains **Silver Repair™** Silverlab Ionic Silver 6mcg (18mcg/ml) in deionised purified water.

Laboratory tests conducted by Larry C. Ford MD from the Department of Obstetrics and Gynaecology at UCLA School of Medicine, revealed that silver kills viral, fungal and bacterial organisms and over 650 bacteria, parasites, molds and fungi that have potential to sprout disease. The tests established that silver has no known side effects<sup>5</sup>.

**Silverlab SPORT Swimmers Ear** drops with **Silver Repair™** may **relieve** and **prevent** outer ear infections through **anti-inflammatory, antifungal, antiviral** and **antibacterial** properties.

It also reduces the overall surface tension within the ear canal to allow trapped water, impurities, debris and bloody crusts to drain freely. It does so without introducing artificial oils, alcohol or pH-altering substances into the canal, thereby respecting the unique nature and functionality of natural earwax. For these reasons, **Swimmers Ear** from the **Silverlab SPORT** range is not contraindicated in children with grommets or in those with perforated ear drums. **Silver Repair™** can safely be applied to open wounds, unlike oils such as tea tree.

The removal of debris, impurities, bloody crusts and moisture from the ear canal is vital for eliminating otitis externa or swimmer's ear. Use **Silverlab SPORT Swimmers Ear** in the following way:

Position the head with one ear facing upwards. Place 8 drops of Liquid into it. For best results, hold this position for 2 minutes or more before draining the contents onto a tissue. Repeat if necessary. Repeat the same process for the

other ear and then let the ear canals dry. The bottle may be warmed to body temperature by placing it in clean, warm water, but not exceeding 38°C. To prevent contamination of the drops, the bottle should not be immersed in water past the top of the label. The product may be used for extended periods of time.

In *Medscape*, July 2016, an article by Ariel A. Waitzman, states that the primary treatment for otitis externa (OE) should involve the management of pain, removal of debris from the external auditory canal (EAC) and the administration of topical medications to control oedema and infection<sup>1</sup>. Another 2012 article in the *South African Pharmaceutical Journal* confirmed this<sup>3</sup>. **Silverlab SPORT Swimmers Ear** achieves these three objectives through its new generation triple action formula.

The panel at the American Academy of Otolaryngology–Head and Neck Surgery recommends that patients with swimmer’s ear be treated with eardrops and not oral antibiotics<sup>4</sup>. The Academy adds that treating swimmer’s ear with antibiotics is ineffective and promotes bacterial resistance. A 2013 article in the *Journal for Global Advances in Health and Medicine* also found that homeopathy appears equivalent to, and safer than, conventional standard care in comparative effectiveness trials for the management of uncomplicated otitis in children<sup>2</sup>.

Given its ability to combat infection<sup>4</sup>, reduce pain associated with inflammation<sup>6</sup>, clear trapped water, impurities, debris and bloody crusts from the ear canal by reducing surface tension and serving as a flushing agent, **Silverlab SPORT Swimmers Ear** drops with **Silver Repair™** should be the first line of defence and method of treatment for swimmer’s ear or otitis externa.



Available at health shops and pharmacies.

For more scientific references on the safety of **Silverlab** ionic silver or for complete product information leaflets, visit the **Silverlab** website [www.silverlab.co.za](http://www.silverlab.co.za).

## References

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