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## **New guidelines poised to change the way doctors treat ear infections**

DENVER, Colo — The next time little Joey or Jane contracts a painful ear infection, don't expect that antibiotic prescription when calling or visiting the family doctor. Due to newly released guidelines, most patients with ear pain will be sent home with no more than a recommendation for a non-prescription pain reliever and directions to observe the condition for 24 to 48 hours.

On March 9, the American Academy of Pediatrics, in conjunction with the American Academy of Family Physicians, released guidelines prescribing pain management — not antibiotics — as the key to overcoming most earaches in both children and adults. The guidelines are based upon several studies conducted over the last decade, concluding that 75 to 80 percent of ear infections heal by themselves without antibiotics.

“We want parents and doctors to first make the child comfortable with pain relievers such as ibuprofen and acetaminophen,” says guideline panel co-chair, Ted Ganiats, M.D. “Antibiotics do not relieve pain during the first 24 hours and do not reduce fever any quicker or better than pain medicines.”

The guidelines were released on the heels of an educational campaign— sponsored by the Centers for Disease Control and Prevention as well as other public and private agencies — entitled *Get Smart: Know When Antibiotics Work*. The campaign, aimed at primary care physicians, is an effort to reduce antibiotic overuse, which leads to the documented societal health hazard of drug-resistant bacteria.

“Because many ear infections — most common in those under 6 — stem not from bacteria, but from viruses, they're best treated by comfort measures and time,” says the CDC's Richard Besser, M.D. in a recent interview with the *Boston Globe*. “In many instances, the only way to determine whether an infection is viral or bacterial is to see if it resolves itself on its own.”

So what should you do if you or your child experiences ear pain? You should always call the doctor. However, be aware that he/she may not prescribe antibiotics and may instead tell the parent or patient to wait and watch the condition for 24 to 48 hours while using non-prescription pain relievers.

Topically applied ear drops for earache are an essential part of the pain management plan, as they work immediately and can safely be used alone or in conjunction with other pain relievers. Many consumers use ear drops while waiting for the oral pain reliever to take effect.

Similasan Earache Relief is one brand of topical ear drops found in the eye/ear care section at every major retailer. This product is safe for adults and children, including toddlers and infants. Use Similasan Earache Relief at the onset of pain and use again if the pain recurs. The product can be used with or without other medications. If antibiotics are prescribed, Similasan Earache Relief can safely be applied for the pain in conjunction with the antibiotics.

“At Similasan we are thrilled we can provide consumers with a product for ear pain relief that is safe for all ages and causes no known side effects,” says Similasan Corporation’s president  
“It’s such a good feeling for us to know that our product will now be helping even more people avoid unnecessary antibiotics.”

Similasan Corporation, based in Denver, Colorado, is the importer and marketer of Similasan brand homeopathic products for the eyes, ears, nose and throat. The company has been developing health care products for over 25 years, both in Europe and the United States.

For more information about Similasan Earache Relief ear drops, call 800-240-9780 or visit [www.SimilasanUSA.com](http://www.SimilasanUSA.com). The product is available in the eye/ear care section at almost every drug, grocery and mass merchandise store in the U.S. Additionally, Similasan “Kidz Size” Earache Relief will soon be available in the children’s pain relief section at most major retailers.

For more information about the AAP/AAFP guidelines for the treatment of acute otitis media, visit [www.aap.org](http://www.aap.org).