



FOR IMMEDIATE RELEASE

Media Inquiries, please contact:
Beatriz.arana@energiacommunications.com

EOSERA® TO OFFER EARWAX MD® AT LONG TERM CARE FACILITIES NATIONWIDE

Company has signed first agreement with TX-based VitalMedix for product distribution

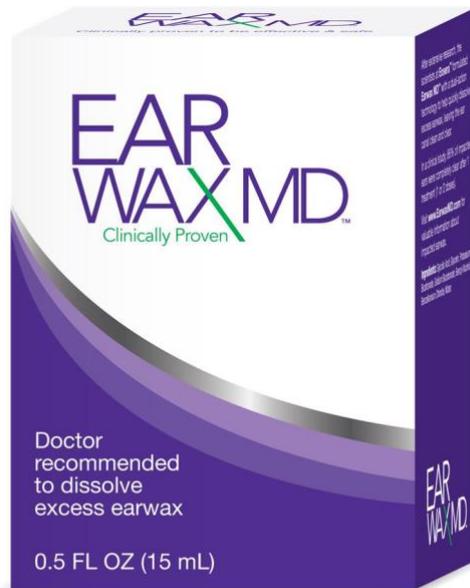
Fort Worth, TX, December 12, 2017 – [Eosera, Inc.](#), a Fort Worth, TX-based biotechnology startup company specializing in innovative ear care products, today announced that it will be expanding its offering to nursing home facilities across the nation, primarily through key partnerships.

“Hearing loss is indeed common among the elderly, but it is also largely avoidable in many cases. Often, it is a direct result of severe earwax impaction, resulting from failure to keep the ears clean. In our ongoing conversations with healthcare professionals, we have identified this population as one that truly and urgently needs an effective solution to alleviate the discomfort related to earwax impaction, and they need it on premises,” said [Elyse Dickerson](#), Co-Founder & CEO of Eosera, Inc.

According to the [2017 ENT Clinical Practice guidelines](#), excessive or impacted cerumen (earwax) is present in 1 in 10 children, 1 in 20 adults, and more than half of the geriatric population. In the developmentally delayed adult population, up to 36 percent have excessive or impacted earwax. About 18 million people in the United States annually seek medical care for problematic earwax, resulting in millions of earwax removal procedures. The presence of earwax impaction has been associated with hearing loss in these populations.

To help support this demographic, Eosera recently formed a partnership with [VitalMedix, Inc.](#), which sells health care supplies to nursing homes and long-term care hospitals. By December, nursing homes and long-term care facilities around the nation will be able to purchase Earwax MD directly from VitalMedix to use in their offices.

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“Nursing home residents have a difficult time going to the doctor or audiologist. In most cases, they rely on caregivers and healthcare professionals to come to them to conduct health screenings, and general ear cleaning, including earwax removal. Current consumer products for earwax removal have not been working adequately to dissolve wax. We are delighted to have found Earwax MD and have determined it to be the most valuable product on the market today for ear cleaning”, said Jeff Gurley, CEO & Founder of VitalMedix.

About Eosera, Inc.

[EOSERA®, Inc.](#) is a majority woman-owned biotech company committed to developing innovative products that address underserved healthcare needs. Eosera operates by putting purpose before profits and is proud to be one of the pioneering companies in a movement called [Conscious Capitalism](#). Eosera’s first product, [Earwax MD®](#), is a novel, patent-pending topical drop that uses a dual-action technology to clean the ear canal of debris, including impacted earwax. It is proven to perform in a single treatment with a majority of users. In 2017, Eosera won the [Tech FW \(Fort Worth\) Impact Award](#) and Eosera’s CEO was named a finalist in D CEO’s 2017 Excellence in Healthcare Awards. The product is currently available at CVS stores nationwide and at Amazon. For more information, visit www.earcaremd.com.

About VitalMedix, Inc.

VitalMedix was formed in May 2004 to bring new ideas and gold standard customer service to point-of-care healthcare providers. Our seasoned management team has over 30 years combined experience in medical supplies and equipment distribution. We know our way around

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and we bring creative problem-solving expertise to your door. We believe in an open communication forum, from manufacturer to distributor to provider to patient. In this way, people are listened to, valued, and respected, thereby creating an atmosphere where each partner wins.

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