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Eosera's Breakthrough Ear Care Products Reach Nationwide Rite Aid Stores

Start-up company Eosera reaches new heights, expanding distribution in drug store chains across the nation.

Fort Worth, TX - 15 May 2019 — Joining Amazon and thousands of CVS stores, Rite Aid becomes the latest major retailer to sell [Eosera's](#) line of ear care products, including Earwax MD and Ear Pain MD. Eosera's clinically proven Earwax MD offers a fundamental leap in efficacy over traditional earwax removal products. The millions of people who suffer from earwax impaction can finally find private, comfortable, and affordable relief.

"We are thrilled to announce the launch of Earwax MD and Ear Pain MD in the full chain of Rite Aid stores," said [Elyse Dickerson](#), CEO of Eosera.

"Customers will be able to find the product in the ear care aisle of all Rite Aid stores starting in May. Our goal is to make our products easily accessible to the millions of shoppers searching for innovative solutions for their ear care needs."

Key Stats

Earwax (cerumen) accumulation is a healthy, useful process that normally resolves naturally. However, cerumen can become impacted when earwax

accumulates and hardens within the ear canal, potentially causing discomfort, tinnitus, and hearing loss. Too often, because earwax is perceived as “dirty,” sufferers may avoid seeking help until symptoms become very pronounced.

A few statistics encompass this situation and its market:

- 6% of the global population suffers from cerumen impaction ([NIH.gov](https://www.nih.gov))
- Impaction strikes some groups more prominently, including up to 10% of children and 65% of seniors over age 65 ([NIH.gov](https://www.nih.gov))
- In the U.S., roughly 12 million people seek medical attention for cerumen-related problems, resulting in nearly 8 million ear irrigations ([NIH.gov](https://www.nih.gov))
- In 2012, Medicare paid about \$47 million for over 1 million earwax removals ([PBS.org](https://www.pbs.org))
- Over 153 million people globally are treated for impacted earwax annually (World Bank 2015)

While this is a small market for a major pharmaceutical manufacturer, it was perfect for a [disrupter like Eosera](#) with a truly innovative product and an audience in underserved need. While the total earwax removal category is up 7.8% for the year (AC Nielsen), Earwax MD is up 166% in the same period. Retailers that have Earwax MD on the shelf have seen their category grow as much as 30%, outpacing the market.



Eosera's Product Line Up 2019- More coming soon!

Making a Difference

From baby drops to ear candles, traditional cerumen remedies are readily available but unfortunately not proven effective. With its proprietary mix of glycolic acid and various buffering agents, though, Earwax MD dissolves and cleans away hardened wax build unlike any other remedy on the market.

“My client had a very old and hard impaction and was not thrilled at the prospect of removing it,” says Janie York, owner of Omaha, Nebraska-based Hear Now mobile hearing solutions. “He agreed to try Earwax MD, however. After 20 minutes, I could see how much softer it was. The entire impaction came out with a combination of lighted curette and irrigation with no discomfort to my client. He could hear so much better and was so grateful! This is the only product I use for cerumen management, and I highly recommend it for any hearing care practice.”

A clinical study that details Eosera’s results can be found on [NIH.gov](https://www.nih.gov).

Founded in 2015, Fort Worth, TX-based Eosera develops products that address underserved medical needs. Earwax MD marks the first significant advance in cerumen removal treatment in decades. Additional information can be found at www.eosera.com.

About EOSERA

[EOSERA®, Inc.](http://www.eosera.com) 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](https://www.consciouscapitalism.org). Since launching EarwaxMD, Eosera has expanded its offering to include everything ear care: Earwax MD®, Earwax MD® for Kids, Ear Pain MD™, Ear Pain MD™ for Kids, Ear Itch MD®, Wax Blaster MD®, and Earwax PET®. Eosera’s CEO Elyse Dickerson was recently named ‘2019 Fort Worthian to Watch.’ In 2018, Eosera received the 2018 Top Women Owned Business Award by Fort Worth Business Press as well as the Women in Business Award by the Dallas Business Journal. Eosera’s products are currently available at CVS and Rite Aid stores nationwide, at select Target stores across the country and online at Amazon. For more information, visit www.earcaremd.com.

