

FOR IMMEDIATE RELEASE

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

FOR

IMMEDIATE

RELEASE

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

Eosera® Launches Earwax MD™ For Kids

Fort Worth, TX, October 23 2018 – Biotechnology innovator [EOSERA®, Inc.](#) announced today the launch of [Earwax MD for Kids](#) on Amazon. In addition, Eosera's first product, Earwax MD, is now available at select Target stores throughout the country, Nationwide CVS stores, and on Amazon.

Earwax impaction affects about 10% of children. Earwax MD *for Kids* uses a patent-pending technology with completely new ingredients, designed to clean away earwax from the ear canal.

"My own kids have experienced earwax impaction due to the use of ear buds," said Elyse Dickerson, Founder & CEO of Eosera, Inc. "I noticed it after repeated requests for my kids to turn down the TV. The wax in their ears was blocking the sound, making it difficult to hear. Regular cleaning with Earwax MD *for kids* has helped prevent the wax build-up from reoccurring. Earwax MD is still the market's newest formula that is safe, effective and clinically proven to clean and dissolve earwax in one application of 15-30 minutes."

One of the main reasons for earwax build-up in children results from the wax being pushed further back into the ear canal which can result from using cotton swabs, ear buds or the child sticking their finger in the ear.

Unlike any earwax product on the market, Earwax MD allows patients to skip the doctor

visit and stay home with Earwax MD to remove annoying wax, saving time, money and frustration. Earwax MD is also dermatologist-tested, with no evidence of irritation to the skin. Patients should feel confident using Earwax MD to clear their ears.

“Our product is designed to work quickly to clean away wax. The dual-action formula is the reason behind this scientific advancement,” explains Joe Griffin, CSO and Co-founder of Eosera, Inc. “One part of our formula is designed to target the oils in the ear canal, and the second part of our formula is designed to help break apart the skin sheets that get trapped in the waxy buildup. All the ingredients work together to safely dissolve your wax, and clean the ear canal, and the dual-action mechanism is what sets us apart from the rest.”

“Earwax MD can be used safely at home by patients with impacted cerumen. However, it can also be a much more efficient way to take care of ear wax in the doctor’s office,” according to [Dr. Soham Roy](#). “Currently, health care practitioners may send patients complaining of impacted ear wax out of the office to try topical over-the-counter preparations for a few weeks, or even have to refer them out to an ENT specialist for ear cleaning. Now, with Earwax MD, a 15-30 minute treatment delivered in the office

may be able to take care of the problem, avoiding the need for additional appointments, follow up and specialist referrals.

Earwax MD is the only product on the market today that is supported by [scientific efficacy](#), revealing that Earwax MD is a game changer for the category. Healthcare professionals can visit www.earcaremd.com for more information, or send an email to info@eosera.com.

About EOSERA

[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](#). In 2018, Eosera was awarded Top Women Owned Business by the Fort Worth Business Press and the Women in Business Award by the Dallas Business Journal. Eosera's products are currently available at CVS stores nationwide, online at Amazon and select Target stores across the country. For more information, visit www.earcaremd.com.