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# XLEAR INC

P R E S S   R E L E A S E

## Xlear Provides Alternative to OTC Cold and Cough Medicines

This Cold and Flu Season  
Xlear Nasal Wash Provides An  
All Natural Solution That is Safe for All Ages

FOR IMMEDIATE RELEASE



OREM, UT– (October 17, 2007) –When drug makers pulled non-prescription cold and cough medicines for infants and toddlers from retailers' shelves on October 11, 2007, parents were left searching for alternative solutions to help ease their children's coughs and runny noses. Xlear Nasal Wash, an all natural saline solution with xylitol, aids the body's natural cleansing process by helping to clean out the bacteria and particles that can lead to a cold, ear infection, sinusitis or the flu.

Until recently, parents have often turned to over-the-counter and prescription medications to fend off the effects of a cold, ear infection, sinusitis or the flu in small children. The American Academy of Pediatrics has determined that these medications have not been proven effective in children and should not be used. Many of the medications contain antihistamines and cough suppressants, which turn off the body's natural cleansing process in the nose and restrain coughs, which are the body's natural way of clearing the lungs. Xlear (pronounced "clear") is a patented, non-addictive nasal wash that combines the unique properties of xylitol, and the health-promoting practice of a saline nasal spray to help wash, hydrate and moisturize the nasal passages.

"The removal of infant cold and cough medications from store shelves was a clear sign to parents that the drugs were not appropriate for their children," said Blaine Yates, chief executive officer of Xlear, Inc.

"Certainly, the timing could not have been worse for parents as we head into the heart of cold and cough season. But parents can be assured that there are solutions on the market that can help keep their children healthy. Xlear Nasal Wash has been used for many years by millions of people to aid the body's natural cleansing abilities, rather than suppressing them as OTC and prescription medications are known to do. Xlear was developed by a family physician for infants and toddlers, and regular use can help to maintain a healthy nasal passage and upper respiratory tract by enhancing the body's natural process of washing away dirt, particles and bacteria."

According to a U.S. FDA Public Health Advisory released on August 15, 2007, the Nonprescription Drugs Advisory Committee will meet on October 18 and 19 to discuss the safety and effectiveness of cough and cold drug product use in children.

Yates added, "In its advisory, the FDA recommended that parents not give their children under the age of two cough and cold products unless given specific directions by a healthcare provider. In many cases, the pulled products have not been scientifically tested on children, yet because they are on the shelf and promoted as safe, parents have been lulled into a false sense of security. Prevention is still the best medicine, and Xlear is a natural solution that parents can feel safe giving to their children."

Xlear recommends during the first two to four weeks of using Xlear Nasal Wash, adults and children should administer it three to four times a day. After the first month, it should be used twice a day as a preventative measure. Xlear Nasal Wash is administered directly into the nasal passage.

Xlear Nasal Wash is available at retailers across the country or online at [www.Xlear.com](http://www.Xlear.com). To find a local retailer, consumers can search Xlear's Online Store Locator.

#### About Xlear, Inc.

Founded in 2000, Xlear, Inc. is recognized as one of the leading manufacturers of xylitol products, and one of the largest importers of xylitol in the United States. Xlear, Inc. is committed to providing consumers with the health benefits of xylitol by manufacturing all natural, health-enhancing products. Xlear, Inc. offers Xlear Nasal Wash, an award-winning, patented saline and xylitol solution; a complete line of dental health products under the Spry Dental Defense System brand; XyloSweet, raw xylitol crystals used as a sugar substitute in cooking, baking and general consumption; and Fine & Dandy Candy, a growing line of healthy, xylitol-based candies. Xlear, Inc. is a private company with headquarters in Orem, Utah.