

COST/BENEFIT ANALYSIS

For Treatment of Middle-Ear Infections

Ear Natural®
ear drops

*Why Ear Natural® OTC Medicine
needs to be stocked in every home...*

Treat middle-ear infections
at home *without* antibiotics

Prescription antibiotics vs. Ear Natural® OTC medicine

2:45am Child cries and complains about ear pain – Parent suspects ear-infection and calls Urgent Care.

6:30am Travel to doctor office, sit in traffic, check-in, sit in waiting room.

8:15am Pediatrician checks child's ears – 'diagnoses' likely middle-ear infection and writes prescription for antibiotics.

12:30pm Pharmacy advises parent that antibiotics are to be taken for 5 days and may cause harm to child and can create resistant strain bacteria.

The above takes **half a day or more** and costs **\$150** to insurance and **\$30** co-pay.

Subsequent ear-infections require parent to repeat all the above... *what a nightmare!*

Ear Natural® ear drops – a new 100% effective OTC home medicine for both bacterial & viral middle-ear infections.

- ✓ Cures middle-ear infections in minutes
- ✓ Quick, easy, one-time treatment at home
- ✓ No doctor visit or prescriptions required
- ✓ Works using natural ingredients from flowers and seeds -- that do no harm

Ear Natural® costs **\$45** with an evergreen **\$20** discount coupon and includes enough medicine to last a season.

SINGLE TREATMENT

US PATENT GRANTED



Conclusion:

NCPA Pharmacists need to educate the communities they serve about the revolutionary benefits of Ear Natural® OTC medicine.

Concurred by: National Community Pharmacist Association

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2390 Crenshaw Blvd. Ste 239, Torrance, CA 90501
310-787-1400 www.IPGNaturalHealth.com

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