

**FOR IMMEDIATE RELEASE**

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**MONUMENTAL ADVANCEMENT IN CHILDREN'S MEDICINE & NATIONAL LAUNCH AT NCPA EVENT AT SAN DIEGO CONVENTION CENTER ON OCT. 27<sup>th</sup>**

**National Launch Will Be By a Start-up - Not a Pharma - at Booth 214**

SAN DIEGO CONVENTION CENTER (October 16) – A startup, IPG Natural Health LLC, at booth 214 of the NCPA annual convention in San Diego, CA on October 27<sup>th</sup>-28<sup>th</sup> 2019, announces the national launch of its monumental, unheard of advance in medicine for children and adults.

Meet the inventor and company president, Tara Chand of IPG Natural Health LLC, one of the most prolific inventors of this century, an engineer, with over 100 patents issued and pending across seven market verticals, including human health.

The national launch is for Ear Natural OTC medicine, a revolutionary advancement in Over-the-Counter (OTC) *ear drops* that effectively treats and cures middle-ear infections, both bacterial and viral, in children as young as 3 months and adults of all ages, in a single treatment and in just a few minutes, using natural ingredients from flowers and seeds; US Patent granted, other patents pending.

The NCPA is a national non-profit association representing the independent community pharmacies across the US; currently there are over 21,000 NCPA independent pharmacies operating in the US.

Please click the [Media Kit](#) that accompanies this press release, a cost/benefit analysis between Ear Natural vs. Prescription Antibiotics, an Ear Natural product information sheet detailing how Ear Natural works, and a JAMA Pediatric viewpoint article submission describing how such a revolutionary innovation came about and why it's truly a remarkable achievement in children's medicine.

Also included is a national launch event invitation that features a cake cutting ceremony at 4pm on Sunday, October, 27<sup>th</sup>. You are cordially invited, for more information please visit [IPG Natural Health](#) and click on the [Media Kit](#).

# # #

*About IPG Natural Health LLC*

IPG Natural Health LLC is a wholly owned subsidiary of Internet Promise Group® Inc., an innovation enterprise based in Los Angeles, CA. IPG Natural Health is dedicated to providing effective natural cures for a wide range of health issues, for which Western Medicine often cannot effectively treat.

*Editor's Note:* For an interview with Tara Chand, please email Spencer Clark at [clark@internetpromisegroup.com](mailto:clark@internetpromisegroup.com).

**INVITATION:**

**NATIONAL LAUNCH**

*Cake Cutting*

Sunday Oct. 27<sup>th</sup>

4:00pm Booth 214



# **NATIONAL LAUNCH EVENT**

## **NEW OTC MEDICINE FOR MIDDLE-EAR INFECTIONS**

> *A revolutionary advancement in medicine* <

**TREATS BOTH BACTERIAL / VIRAL INFECTIONS** - in a Single Treatment - US PATENT GRANTED  
**INFECTION CURED IN A MATTER OF MINUTES** - **100% NATURAL INGREDIENTS**

**Meet Innovator & Founder, Tara Chand – IPG Natural Health, LLC**



[www.IPGNaturalhealth.com](http://www.IPGNaturalhealth.com) ☎ 310-787-1400



**Ear Natural<sup>®</sup>**  
*ear drops*

Treat middle-ear infections  
at home *without* antibiotics

*See NCPA Program Guide – Page 98*

# Treat middle-ear infections at home without antibiotics

Ear Natural® – The Miracle Medicine™



# Ear Natural®

ear drops



## Ear Natural® – What it is and How it Works

Ear Natural ear drops is a 100% effective, proprietary medicine, in a quick & easy, one-time treatment with hundreds more natural compounds

than prescription antibiotics. Ear Natural instantly relieves severe pain/itching and is effective for both bacterial and viral infections of the middle-ear.

## Avoids Overuse of Antibiotics

Widespread antibiotic prescriptions for infections has impaired the viability of antibiotics by causing a rise in resistant strains of bacteria.

Ear Natural® helps avoid the overuse of prescription antibiotics.

## Provides a Quick, easy-to-use One-time Treatment

Ear Natural® ear drops combines the circulatory and antimicrobial benefits of mustard oil with the soothing, antiseptic qualities of lavender oil, and provides a quick, one-time treatment.

For therapeutic application, warm the bottle for a few minutes in hot water – Before application, position head sideways on a pillow and apply 4-7 drops in each ear and use the supplied cotton ear plugs.

## – Testimonials –



*"Ear Natural is amazing . . .  
... worked on all my patients."*

*- Paul Whyte, MD  
Pediatrician, Simi Valley*



*"I've used Ear Natural  
for my two daughters . . .  
... and it is indeed  
a miracle medicine for  
their ear infections."*

*- Kim Donor  
Hermosa Beach, CA*

## – US Patents Issued and Pending –



Soon to be available at your local drug store  
Contact us for distribution inquiries.  
Tara Chand 310-787-1400

See educational video: [www.ipgnaturalhealth.com](http://www.ipgnaturalhealth.com)

please see other side for more info...

# Treat middle-ear infections at home without antibiotics

# 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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OCT 2019

**Revolutionary Advancement in Children's Medicine for  
Treatment and Cure of Middle-Ear Infections without Prescription Antibiotics**

**Abstract:**

A revolutionary advancement in medicine has occurred for the treatment of middle-ear infections (OTITIS MEDIA), so common in children of all ages. This revolutionary advancement is an alternative treatment without use of prescription antibiotics that has the community of parents, family doctors, pediatricians, and pharmacists greatly excited.

**Introduction:**

This advancement in *ear drops* treats and cures middle-ear infections in a single treatment, in a matter of minutes, using natural ingredients that do no harm. This revolutionary advancement with these unique features and benefits for many would create a characterization of this medicine as *miracle medicine* compared to current methods of treatment using urgent care and prescription antibiotics.

As this may appear implausible to pediatricians, western trained doctors of medicine, long used to receiving such news from pharmaceutical enterprises, a comprehensive cost benefit analysis between prescription antibiotics and these ear drops branded as Ear Natural is provided in this article. A US patent for this medicine as well as method of treatment, has been granted and other patents are pending.

**Background:**

The audiences of this journal are pediatricians by profession, and all are well familiar with one of the most common and widely prevalent health issue children face growing up as babies, toddlers, children and young adults, and come to their medical offices for treatment for middle-ear infections.

Middle-ear infections generally have causes such as build-up of fluid behind the eardrum that harbors bacteria and viruses. This gives rise to an intense itching sensation in the ear, requiring urgent care and is most often treated by prescription of antibiotics.

This build-up of fluid, due to lack of drainage to the throat cavity may have two principal causes: the first and most common of these is swelling in and around the Eustachian drainage channel caused by colds and flu; swelling or inflammation in and around the Eustachian is the body's usual response to a middle-ear infection. The second cause, common in young children, is that their ear's drainage channel are not well developed. The solution has been either antibiotics, or for repeated infections, out-patient surgery requiring insertion of plastic tubes for drainage of the fluid.

Based on extensive evaluation of the medical literature related to treating middle-ear infections, antibiotic treatment is the only recommended treatment. As everyone knows, and medical literature can attest to, is that the use of antibiotics comes with side effects. The principal side effect is, that with the wide spread use of antibiotics, bacteria eventually develop resistance to antibiotics. This specific side effect from the use of prescription antibiotics has been well documented in medical literature.

The second side effect is that antibiotics kill all bacteria, including those that are useful for the body. Thirdly, while antibiotics are effective against bacteria, they are not effective against viruses. The fourth issue is that antibiotics must be taken for five straight days to make sure all bacteria are killed.

Based on recent statistics, almost 30 million antibiotics prescriptions are written every year in the US alone and many more in countries outside the US.

### **Revolutionary Advancement in Medicine:**

Given this state of affairs for treatment of middle-ear infections, Tara Chand, an innovator by profession, was persuaded to develop new or alternative treatments for middle-ear infections. Tara Chand is Founder & CEO, Internet Promise Group® Inc., an innovation enterprise active across seven market verticals, including human health

As an innovator, Mr. Chand let his subconscious mind work on the problem space and soon realized, how his late Mom, almost seven decades ago in a small village in northern India, without access to doctors, pharmacies and antibiotics, effectively treated his own middle-ear infection issues.

Mr. Chand then started researching what his Mom did exactly to treat his middle-ear infections, and developed a proprietary ear drop formulation, that to his and everyone's amazement, treats middle-ear infections in a single treatment, in a matter of minutes, using natural ingredients; Mr. Chand was so excited that he applied for a patent and was granted his patent, with other patents still pending.

Mr. Chand also trademarked his ear drops as Ear Natural® ear drops, with a focus on natural treatment. As part of convincing the wider medical community, he created a cost benefit analysis of prescription antibiotics versus Ear Natural® ear drops, see Figure 1, taken from the informational booklet currently being distributed to Pharmacists, Family Physicians and Pediatricians.

Mr. Chand formed IPG Natural Health LLC and began manufacturing Ear Natural ear drops and started contacting pharmacies to stock Ear Natural®. To date, he's had great success with having Ear Natural stocked by independent pharmacies, members of NCPA. NCPA has almost 21,000 pharmacy members across the US, dwarfing the handful of popular chain pharmacies like CVS, Walgreens & Rite Aid.

These independent pharmacists, members of NCPA, truly care about the communities they serve. Tara Chand will be attending the NCPA's annual convention in San Diego in October this year.

**He thanks B. Douglas Hoey, a registered pharmacist and CEO of National Community of Pharmacist Association (NCPA), for his help in this endeavor.**

Mr. Chand also personally introduced Ear Natural® to all the independent pharmacies in the area he lives, along with all the pediatricians, via a comprehensive information booklet and a sample of Ear Natural® OTC medicine. For any of the readers of JAMA Pediatrics, who write to him as pediatricians, he is offering to send the same booklet and an Ear Natural® sample at no cost; they can also review more information on Ear Natural® and a video about Ear Natural® at [IPGNaturalHealth.com](http://IPGNaturalHealth.com).

Furthermore, Mr. Chand and his company will be enlisting select pediatricians to present this alternative treatment for middle ear infections to their colleagues via medical conference; if they would like to volunteer for this effort they would be most welcome. **He thanks Dr. Sheila Debnath, a pediatrician practicing in California for many decades.**

Mr. Chand believes that in the near future, prescribing antibiotics as treatment for middle-ear infections will be frowned on by the wider medical community, and may even give rise to a potential medical malpractice issue due to the side effects of prescription antibiotics as described above.

Mr. Chand's company also plans to write to medical insurance companies to let them know about this alternative OTC treatment for middle-ear infections, so that doctors can tell their patients about Ear Natural and enable insurance companies to refuse to reimburse doctors and pharmacies for the cost of antibiotic treatment, when alternative OTC medicine is available at a far lower cost.

Since this medical treatment requires FDA involvement, Mr. Chand's company closely studied FDA regulations, which are directed to protect the public against unsafe and ineffective treatments; Ear Natural®, being comprised of basic natural ingredients, is both safe and effective.

As the active ingredients in Ear Natural® comprise natural oils from flowers and seeds, used as natural home remedies for generations, the Ear Natural® proprietary formulation is categorized as a traditional natural OTC medicine, recognized as safe and effective for indications preceding current FDA market guidelines for non-prescription/over-the-counter (OTC) medicines and OTC monographs.

**Author bio data:**

Author is Tara Chand, Esq.,. BSEE, MSSE, CISSP  
Founder & CEO, IPG Natural Health LLC, Also  
Founder & CEO, Internet Promise Group Inc., *an innovation enterprise active across seven market verticals, including human health.*

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**FIGURE 1**

**COST/BENEFIT ANALYSIS**

Middle-ear infections treatment using prescription antibiotics

**vs.**

Ear Natural® a new 100% effective OTC medicine for all middle-ear infections viral/bacterial

**Using Prescription Antibiotics**

1. Parent sees child crying and complaining about ear - Parent thinks child may have ear infection.
2. Require Parent to call to make urgent care doctor appointment at odd hours day/night.
3. Travel to doctor office & wait in the room.
4. Doctor peers in the ear and declares the ear is red – symptom of middle-ear infection.
5. Writes antibiotic prescription for penicillin
6. Parent goes to pharmacy to have prescription filled.
7. Pharmacy advises Parent for the child to take the medicine for at least 3 to 5 days.
8. Pharmacy advises Parent that prescription antibiotics may cause harm to child and creates resistant strain bacteria- as documented in medical literature.
9. The above takes half a day or more and costs \$150 to insurance and \$30 in co pay.

On subsequent ear infection Parent has to repeat all this... *what a nightmare!*

**Prescription antibiotics are effective against bacterial infections, and not against viral infections.**

**EAR NATURAL® OTC Medicine**

Ear Natural® is a new 100% effective OTC home medicine for all middle-ear infections viral/bacterial

Ear Natural® works in a matter of minutes in one treatment.

Ear Natural® **does not require** doctor visit and prescription antibiotics;

Ear Natural® works using natural ingredients that do no harm;

Ear Natural® works using natural ingredients of essential oils from flower and seed;

Ear Natural® has been granted a US patent, other patents pending.

Ear Natural® - may request literature & growing list of pharmacies that have chosen to stock Ear Natural®.

Ear Natural® costs \$45.00 with an evergreen \$20 discount coupon on MSRP of \$65 and has enough medicine to last a season.

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

**Based on this cost/benefit analysis between prescription antibiotics and Ear Natural, continuing to prescribe antibiotics may be frowned on by the community and insurance companies.**