

## Are You Hiding an Embarrassing Nasal Habit?

### Do You?

Suffer from stuffiness and congestion?  
Feel dependent on nasal or saline sprays?  
Have occasional nose bleeds?

Ahhh, remember the first time you felt like you couldn't breathe? Maybe you had a cold, or maybe it was allergies. Stuffed up and unable to breathe, your doctor suggested some nasal spray for temporary relief. You took a puff and to your amazement the relief flooded over you. Suddenly, you could breathe like you hadn't in so long. Unfortunately and just as suddenly, you found you were hooked on nasal spray. Eventually it got to the point where you started stashing nasal spray all over the place so you could secretly sneak puffs to get through your day.

You know you should quit. You've tried. But when you did, quite frankly, you thought your head might explode from the built-up sinus pressure. All you want is to breathe and the only way you can really breathe is with your nasal spray which you rely on now more than ever.

### It's time to sniff out the problem.

Long term it can be a costly, embarrassing, ineffective, and even dangerous habit. Whether you have been self-medication with saline spray to respond to allergies or have nasal congestion you're treating with nasal sprays, it's important to address the larger issue. You should know that prolonged use of nasal sprays desensitizes you to the effects and you will use more and more to get the relief you used to get with proper usage.

Moreover, it can also be addictive. This problem is different than other types of addictions because the driving force behind usage isn't to get high or to feel intoxicated. It's simply to be able to breathe. Physicians call this addiction "Rhinitis medicamentosa" or "medication nose," increasing the dosage and frequency of the nasal spray only worsens the situation to the point of addiction.

Hey, it's not your fault. Most people who develop a nasal spray or saline addiction don't even know they are abusing the product. We all want to breathe easy and it doesn't have to be this way. If you're suffering from a nasal habit, ask Dr. Rheuark if Somnoplasty is right for you.

### Somnoplasty can preserve, control, and enhance nasal breathing and function.

Somnoplasty is a simple and easy office procedure that can relieve chronic stuffy nose. Somnoplasty is minimally invasive, so usually you don't experience the pain associated with more conventional surgical procedures. Somnoplasty doesn't require a hospital stay, usually doesn't require pain medication and recovery time is only one to two days. In three to six weeks, your nasal flow improves. Best of all, Somnoplasty lets you feel the deep breaths associated with that first puff of nasal spray, every day, for up to three years.

### What is chronic nasal obstruction?

Nasal turbinates are small, bony structures covered by mucous membranes that protrude into the nasal airway. Turbinates warm and humidify the air you breathe, making breathing satisfying and comfortable. Chronic nasal obstruction is typically caused by enlarged inferior nasal turbinates. This condition is most commonly associated with allergies and rhinitis, the inflammation of the mucous membranes of the nose. When this happens, the blood vessels inside the membranes expand, causing the turbinates to become enlarged and obstruct the flow of air through the nose.

### Can a chronic stuffy nose affect my health?

Chronic nasal obstruction impairs our nasal breathing, forcing you to breathe through your mouth. Eating drinking and speaking can become annoying and sometimes uncomfortable activities. Enlarged turbinates can contribute to headaches and sleep disorders such as snoring and more seriously, obstructive sleep apnea or OSA.

**Ask Dr. Rheuark if Somnoplasty could be your long-term solution to your nasal problems. Make an appointment at (310) 373-8777.**