

**The one and only... : ...over the counter treatment for mild infections of the external ear canal.**

**Contributors**

GlaxoSmithKline

**Publication/Creation**

[2005?]

**Persistent URL**

<https://wellcomecollection.org/works/xhxuhd8h>

**License and attribution**

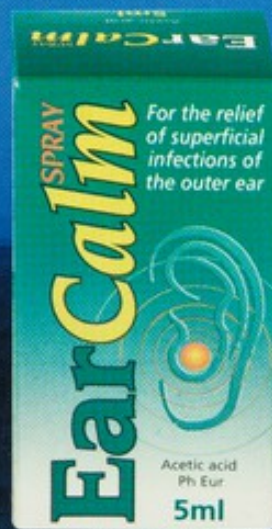
Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).



Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
E [library@wellcomecollection.org](mailto:library@wellcomecollection.org)  
<https://wellcomecollection.org>

*The one  
and only...*

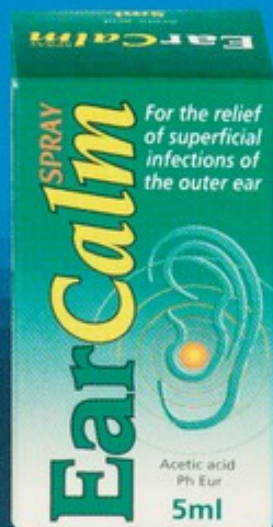
*...over the counter  
treatment for mild  
infections of the  
external ear canal.*





An infection of the external ear canal is otherwise known as Otitis Externa. This is a common ear condition which affects around 9% of the population, including people of all ages but, certain people are more prone to this condition i.e.: swimmers, divers, those with eczema, psoriasis or seborrhoeic dermatitis.

The symptoms of Otitis Externa in the early stages are itching, soreness and a blocked feeling in the ear. By using EarCalm (available from chemists) the sufferer can help avoid the need for a GP consultation. EarCalm Spray is a treatment to help prevent the minor problem becoming major. It is the first and only 'Over the Counter' treatment for mild infections of the external ear canal. Its active ingredient, acetic acid, acts to restore and maintain normal acidity in the outer ear, and has been shown to have antibacterial and antifungal properties.







# Know your ears

## General Ear Tips

If you are prone to ear problems it is a good idea to keep them dry. NEVER poke anything into them, the lining of the ear is delicate and can be easily damaged! Remember cotton wool buds may just push wax down the ear making it hard to remove and cause annoying irritation.

## Swimming and your ears

### What happens and why

Otitis Externa is an infection caused in swimmers by bacteria resulting from poor pool maintenance, i.e. low chlorine levels.

### How you can prevent it

Always wear ear plugs. These will help to keep the water out of the ears. EarCalm Spray is ideal for use after swimming if ever there is an irritation or soreness of the ears. If, however you have an ear problem that persists and is serious visit a Doctor immediately.





## Ear problems in flight

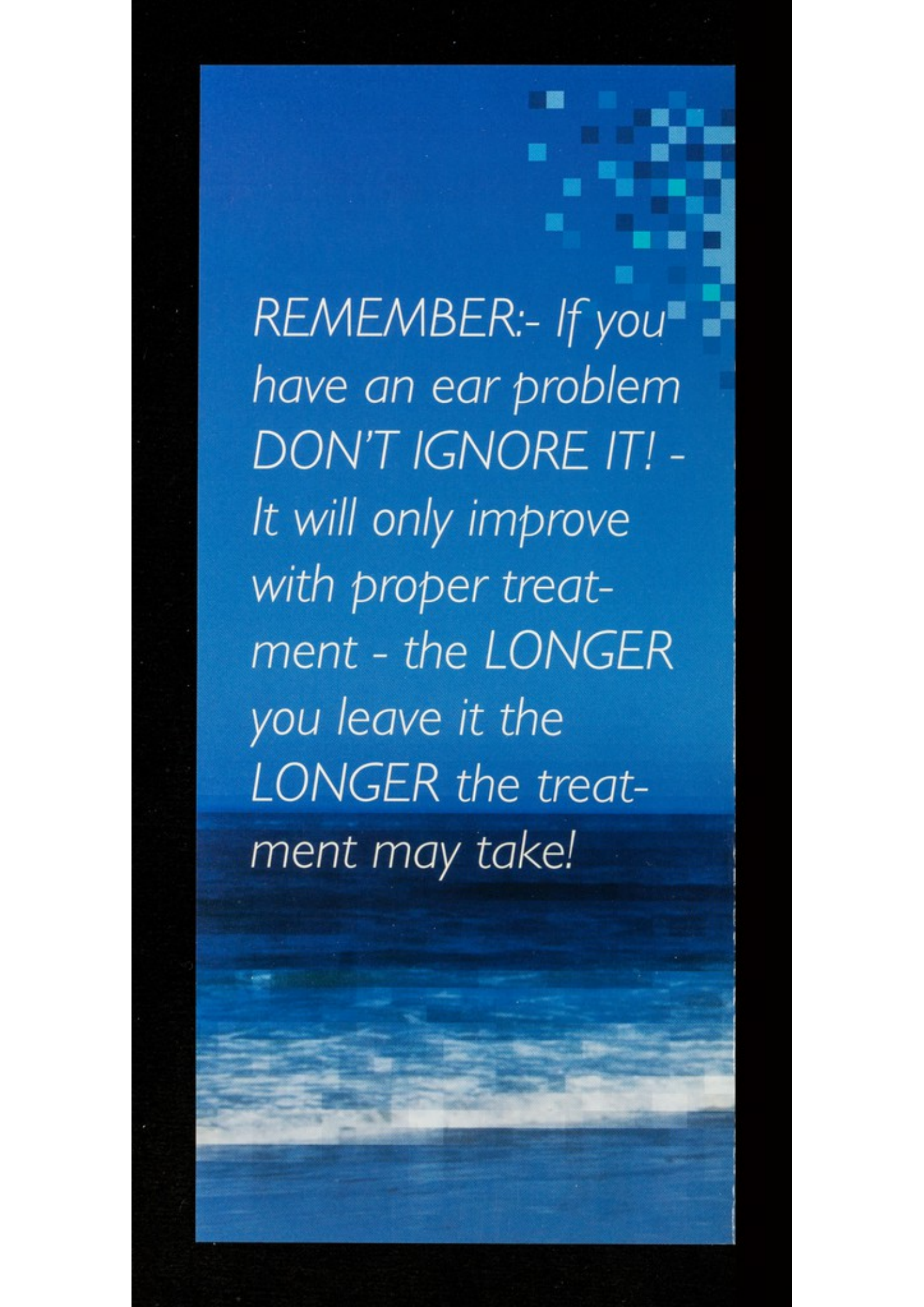
Every year, millions of us travel abroad for both business and holidays. Equally many air passengers experience discomfort, much of which can be lessened/prevented.

### What happens and why

The middle ear is the part which causes discomfort in flight. Normally as you swallow, air enters the eustachian tube and moves into the middle ear space, thus this air is constantly absorbed and replaced. In this way, equal air pressure is maintained either side of the ear drum, allowing it to vibrate in response to sounds. If the pressure is not equal either side of the drum your ears will feel "blocked". Under certain circumstances (for example a common cold, hay fever, nasal allergies or those with small tubes i.e. children under 8 or 9) the entrance to the tube can become blocked with sticky mucus and air is unable to enter the tube.

When air pressure outside the ear changes, one needs to swallow or yawn to open the tube and allow air into the middle ear so that pressure is equalised either side of the drum. These pressure changes are most troublesome during descent and landing. Increasing air pressure on descent necessitates more frequent swallowing or yawning to equalise the air pressure in the ears. Pressure changes can occur suddenly, such as during turbulence or also under different circumstances such as travelling through a tunnel by train, diving or driving in a hilly country.

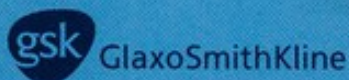
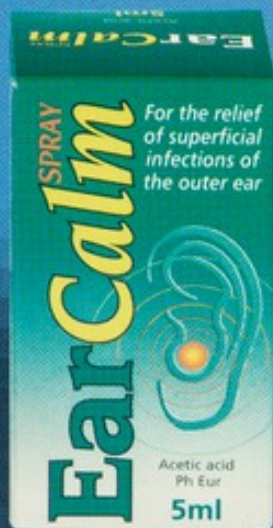




*REMEMBER:- If you  
have an ear problem  
DON'T IGNORE IT! -  
It will only improve  
with proper treat-  
ment - the LONGER  
you leave it the  
LONGER the treat-  
ment may take!*



*The one and only...*  
*...over the counter treatment for mild*  
*infections of the external ear canal.*



*Contains acetic acid. Always read the label.*

GlaxoSmithKline Consumer Healthcare, Great West Road, Brentford, Middlesex, TW8 9GS.  
EarCalm is a registered trademark of the GlaxoSmithKline group of companies.

2005 ?