

For Immediate Release

## **New technology offers relief for nasal airway obstruction**

Cary, NC. Wake Ear, Nose and Throat Specialists is pleased to announce a novel high-tech approach for relieving the nasal airway obstruction that affects the lives of millions of people. VIVAER® Nasal Airway Remodeling Treatment (“VIVAER”) harnesses leading-edge technologies to offer a minimally invasive procedure for treating nasal breathing disorders right in the office.

Developed by Aerin Medical, Inc., VIVAER transmits low-power radiofrequency energy directly to tissues of the nasal airway. In the innovative tradition of lasers and robotic instruments, the Aerin Medical RF Remodeling platform uses proprietary control algorithms to focus and guide the procedure. The smart console instantly sets treatment parameters when the VIVAER Airway Remodeling stylus is inserted. Then, the VIVAER stylus is used to gently shrink submucosal nasal tissues, including cartilage, that obstruct the nasal airway.

Because the procedure involves brief, low temperature contact in a total procedure time lasting under 15 minutes, there’s no need for general anesthesia or lengthy recovery time. Designed to be performed in the doctor’s office, VIVAER requires only local anesthetic, and patients can immediately return to normal activities.

Nasal Airway obstruction, commonly known as a congested or blocked nose, can dramatically impact the volume of the air that patients can breathe in. Patients often experience chronic nasal congestion; difficulty breathing through the nose; difficulty sleeping, snoring and fatigue; and an inability to get enough air during exercise.

“The company has conducted clinical trials which demonstrate the safety and efficacy of VIVAER; some 94% of patients report a significant improvement of their nasal obstruction symptoms. I am impressed with the convenience of the in-office procedure, and very pleased with the outcomes reported.” says Dr. Pankaj Gupta, one of the first otolaryngologists in the area to treat patients using VIVAER.

Call today to make an appointment for consultation and see if VIVAER is an option for you.

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