

Tired of Sinusitis Pain and Pressure?

*Instant relief
that lasts*

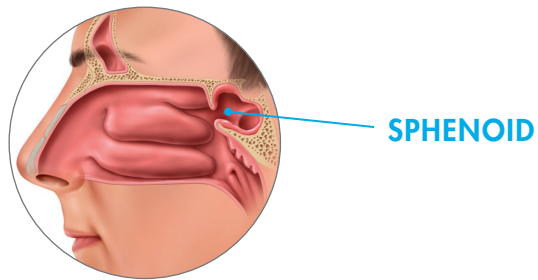
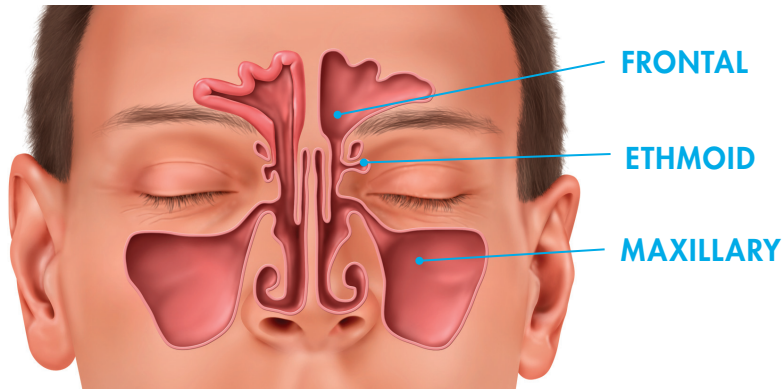
Quick recovery

Sinusitis, Balloon Sinus Dilation, and You

What are the Sinuses?

Paranasal sinuses are air filled pockets located in the head. There are four pairs of sinuses:

- **Maxillary sinuses**
- **Frontal sinuses**
- **Ethmoid sinuses**
- **Sphenoid sinuses**



How do Healthy Sinuses Work?

When you breathe in air, mucus in sinuses humidifies the air and collects bacteria and pollutants.



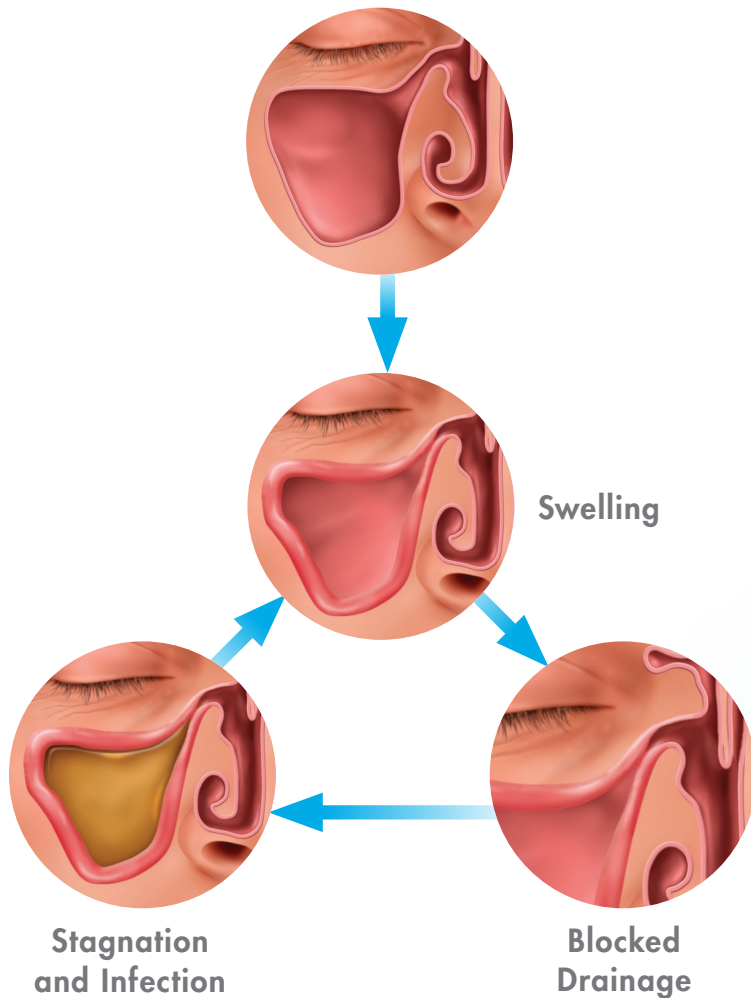
Tiny hairs lining the sinus move the mucus (with pollutants) out of the sinus, into your throat.

You then swallow the mucus, and your stomach acid destroys the bacteria and pollutants.



What is Sinusitis?

Sinusitis (or rhinosinusitis) is an inflammation or swelling of the sinus lining and drainage pathways, which can lead to poor or blocked sinus drainage.



Typical Sinusitis Symptoms:

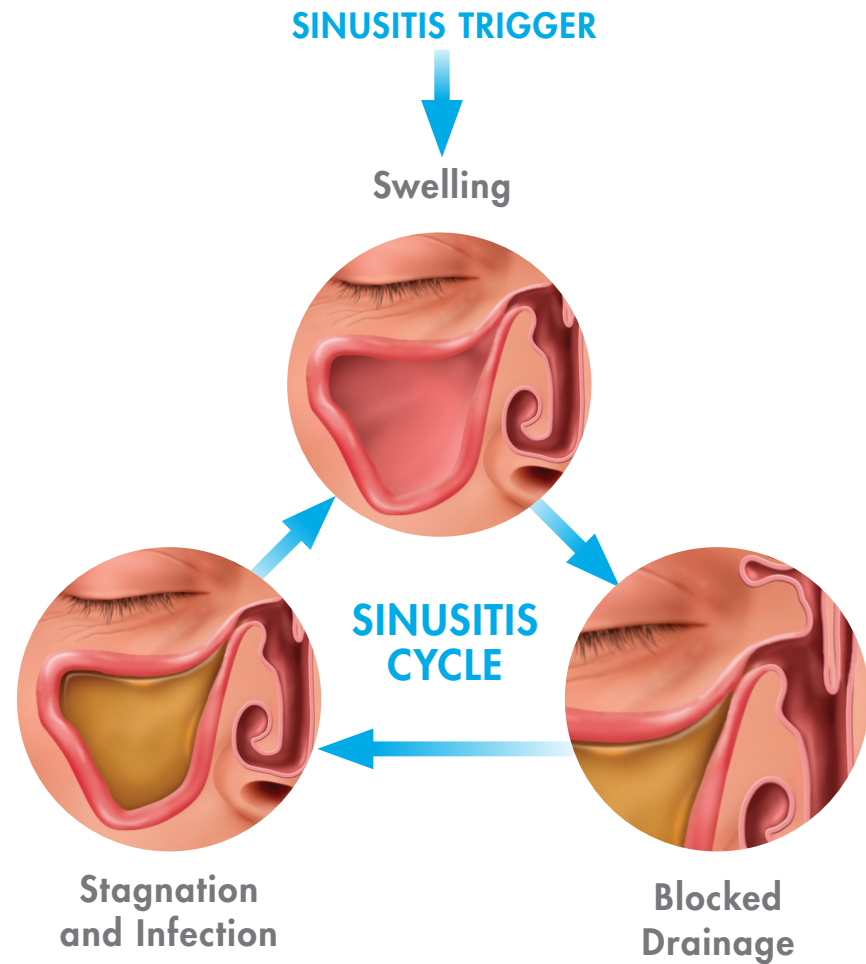
- **Bad breath or loss of smell**
- **Cough, often worse at night**
- **Fatigue and generally not feeling well**
- **Fever**
- **Headache — pressure-like pain, pain behind the eyes, toothache, or tenderness of the face**
- **Nasal stuffiness and discharge**
- **Sore throat and postnasal drip**



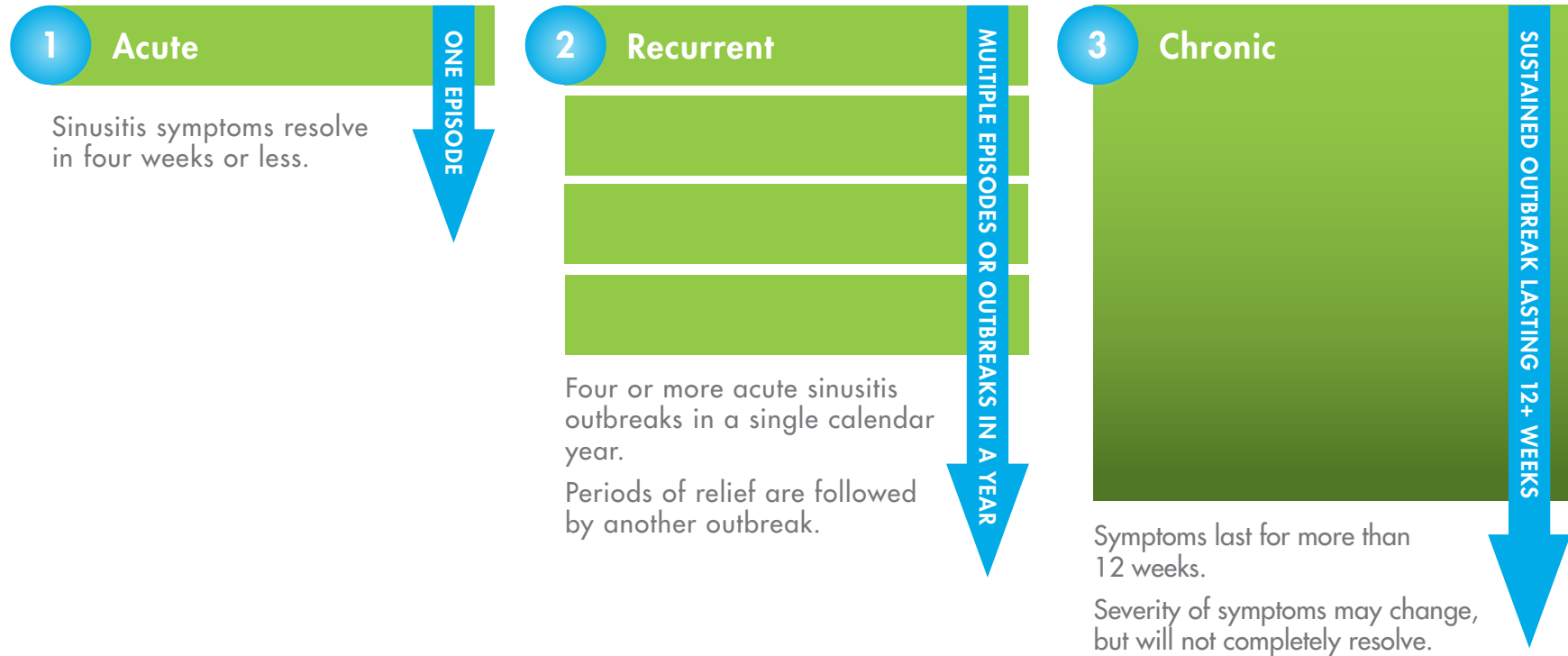
What Causes Sinusitis?

Possible sinusitis triggers:

- Common cold and other viral respiratory illnesses
- Allergies or mold sensitivity
- Environmental irritants such as air pollution, or tobacco smoke
- Nasal polyps that block or slow drainage
- Anatomy variations, such as a deviated septum, that narrow drainage pathways



Types of Sinusitis

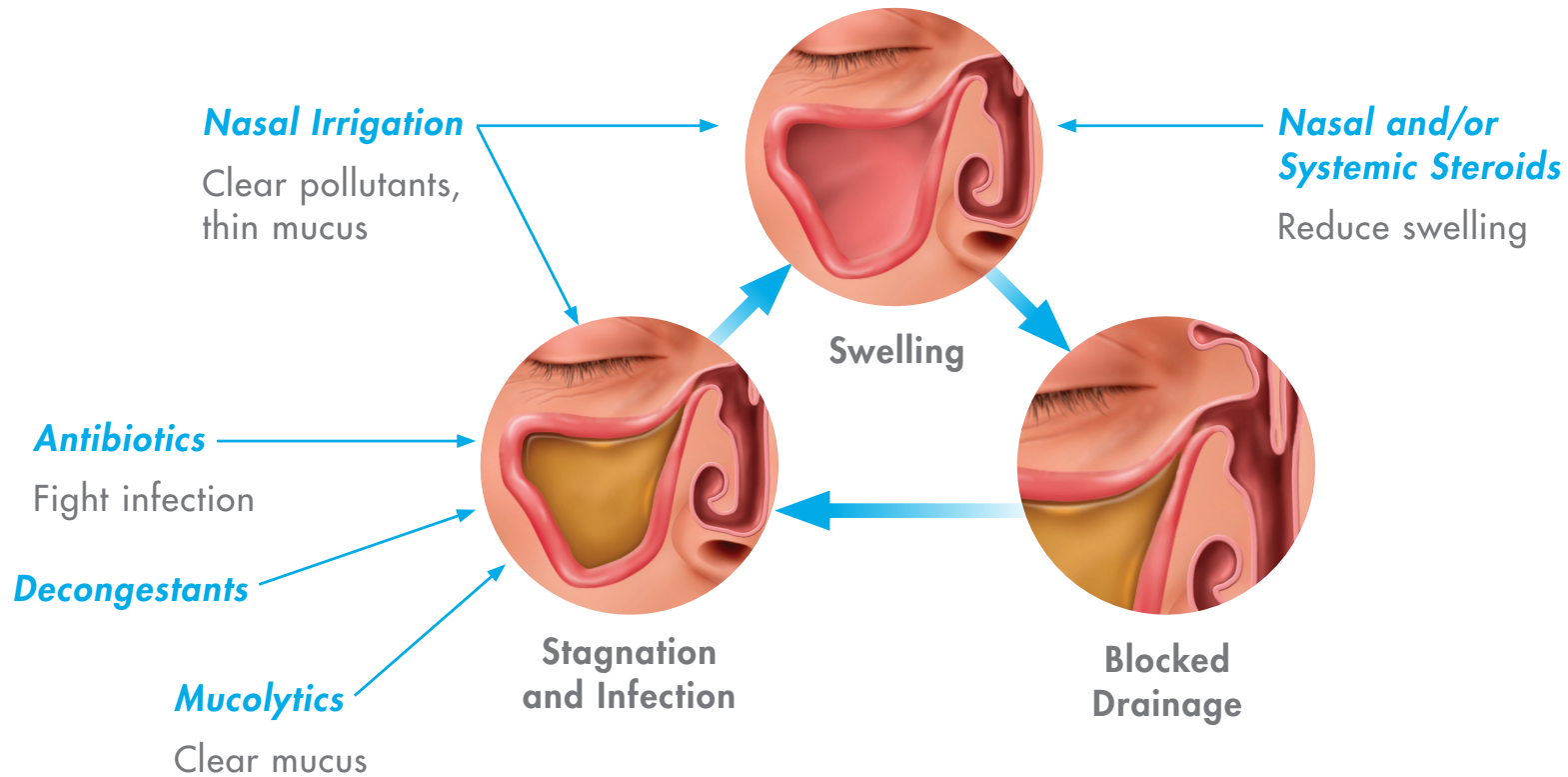


POTENTIAL TREATMENT OPTIONS

	Acute	Recurrent	Chronic
Medical Therapy	YES	YES	YES
Balloon Sinus Dilation	NO	YES	YES
Endoscopic Sinus Surgery	NO	YES	YES

Treatment Overview—Medical Therapy

SINUSITIS CYCLE



Drugs or combination of drugs are used to reduce swelling, thin mucus and restore drainage.

Potential Side Effects of Medical Therapy

Medical Therapies to Treat Swelling

Nasal and/or Systemic Steroids

Nasal dryness
Nosebleeds

Medical Therapies to Thin Mucus and Treat Infection

Antibiotics

Unpleasant aftertaste
Upset stomach
Mild to severe diarrhea

Decongestants

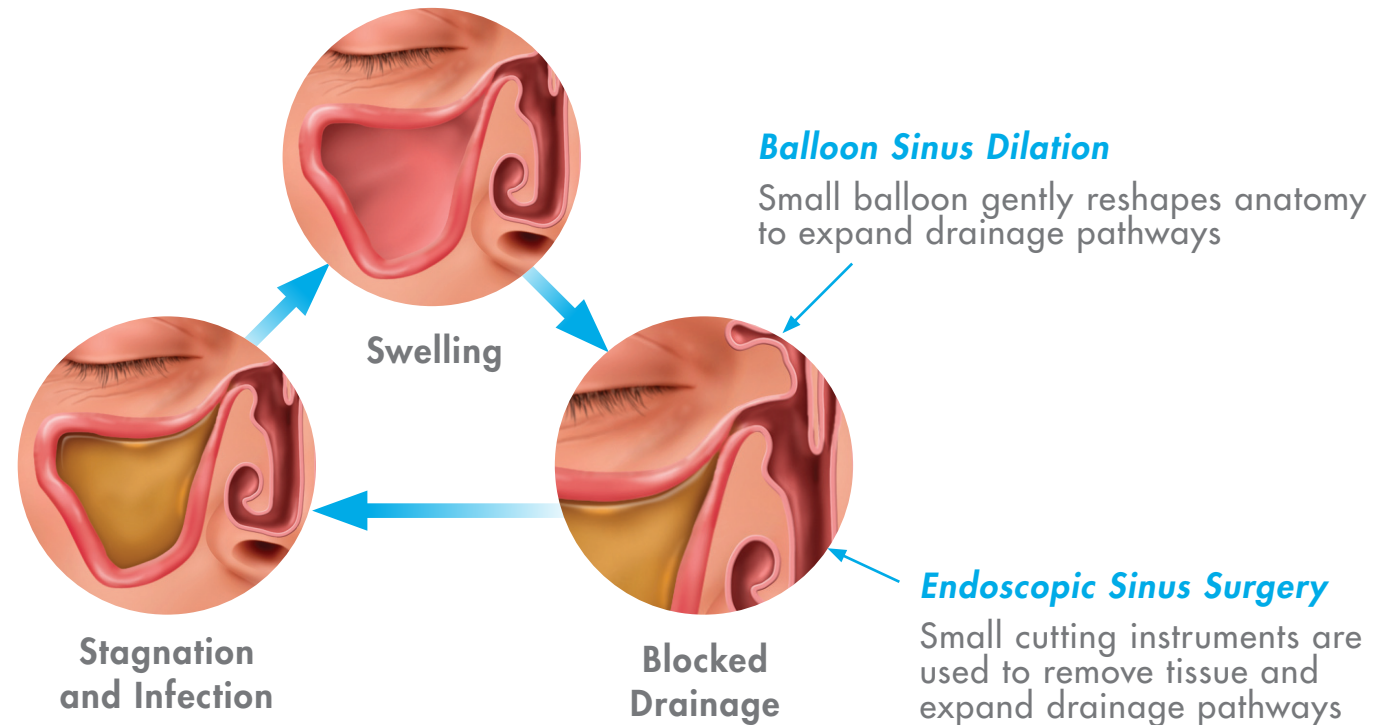
Rebound congestion
Increased blood pressure
Dizziness
Nervousness or irritability
Trouble sleeping

Mucolytics

Dizziness
Drowsiness
Excitability, nervousness or anxiety
Headache
Nausea
Trouble sleeping

Balloon Sinus Dilation + Endoscopic Sinus Surgery

SINUSITIS CYCLE



Balloon sinus dilation and endoscopic sinus surgery are used to expand drainage pathways and sinus openings to improve drainage.

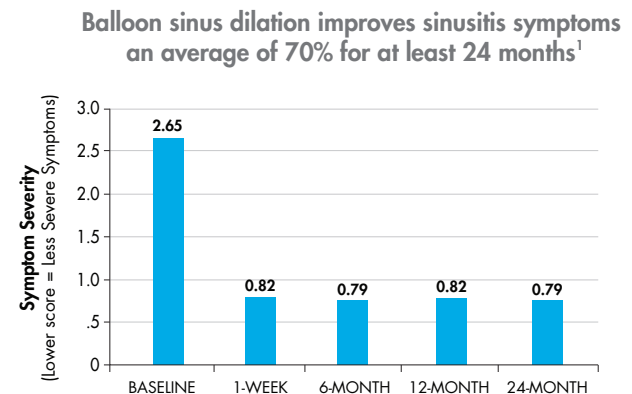
Comparing Balloon Sinus Dilation & Endoscopic Sinus Surgery

BALLOON SINUS DILATION VS ENDOSCOPIC SINUS SURGERY

	Office Balloon Sinus Dilation	Endoscopic Sinus Surgery
	YES	YES
Is it effective?	Separate studies have shown that patients who receive office balloon sinus dilation or endoscopic sinus surgery experience significant, lasting improvement in sinusitis symptoms	
How does it work?	Small balloons gently reshape anatomy	Cutting instruments remove tissue
Will I be put under with general anesthesia?	NO Can be performed under local anesthesia in your doctor's office	YES Typically performed with the patient under general anesthesia in an OR
How long will recovery take?	1 to 2 days ¹	1 to 2 weeks ²

Why consider a less invasive approach like office balloon sinus dilation vs. endoscopic sinus surgery?

- Delivers instant, lasting relief^{1,3}
- Convenient, comfortable office procedure⁴
- Quick recovery¹
- May reduce healthcare costs



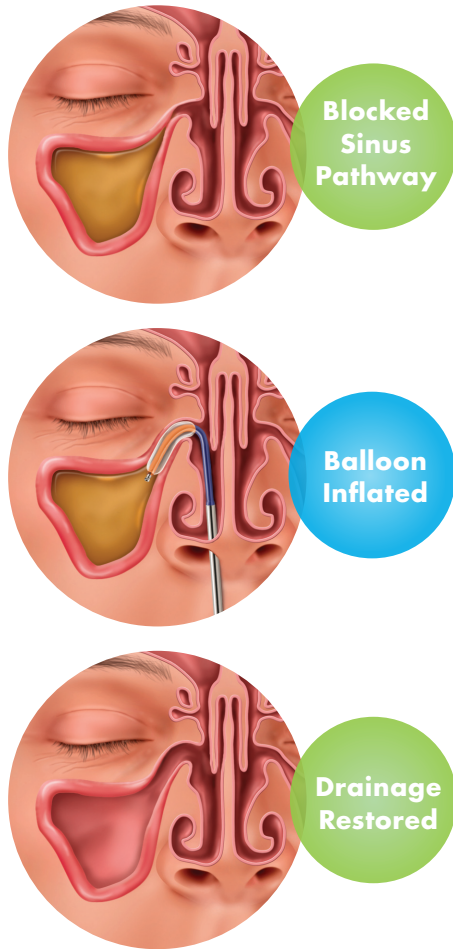
¹ Stankiewicz J, Truitt T, Atkins J, Winegar B, Cink P, Raviv J, Henderson D, Tami T. Two-year results: transtrantral balloon dilation of the ethmoid infundibulum. *Int Forum Allergy Rhinol.* 2012 May;2(3):199-206.

² Kempainen TP, Tuomilehto H, Kokki H, Seppä J, Nuutinen J. Pain treatment and recovery after endoscopic sinus surgery. *Laryngoscope.* 2007 Aug;117(8):1434-8.

³ Stankiewicz J, Tami T, Truitt T, Atkins J, Liepert D, Winegar B. Transtrantral, endoscopically guided balloon dilatation of the ostiomeatal complex for chronic rhinosinusitis under local anesthesia. *Am J of Rhinology.* 2009 May-June; 321-327.

⁴ Gould, James D., MD FACS. "In-Office Balloon Dilation: Procedure Techniques and Outcomes Using a Malleable Multi-Sinus Dilation Tool." *ENT Journal.* Vendome Healthcare Media, 19 Dec. 2013.

How Balloon Sinus Dilation Works



Balloon sinus dilation can treat the maxillary, sphenoid and frontal sinuses.

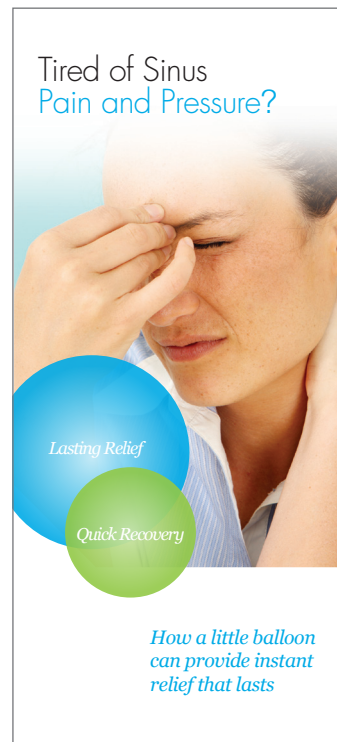
What Should I Expect the Day of My Procedure?

- The procedure will begin with application of local anesthesia to ensure your comfort. This can take up to 15–30 minutes.
- During the procedure, a thin instrument, with the balloon, will be guided through your nasal passages to the treatment area.
- After being positioned, the balloon will be gently inflated for five seconds and then deflated.
- The balloon may be repositioned and the inflation repeated.
- When dilation is complete, the instrument and balloon will be removed. A typical procedure takes approximately 30 minutes.
- Most people return to normal activity 24 hours after the procedure.



For Additional Information

- Review Balloon Sinus Dilation pamphlet
- Visit www.SinusSurgeryOptions.com to see videos and hear patient experiences



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XprESS™ Summary Statement:
XprESS may be used to treat certain conditions affecting the sinus above your eyebrows and behind your cheeks and eyes. Your physician will need to determine if your condition is one that may benefit from XprESS. Possible side effects include but are not limited to post-operative bleeding; pain and swelling; allergic reaction to anesthesia or other medications administered during the procedure; or infection. Your condition may not respond to this treatment. To learn more about this procedure and the potential risks, ask your physician.

Caution: Federal (USA) law restricts this device to sale by or on the order of a physician.
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