

ISOMAR®

The well-being comes from the sea

Nasal and Eyes solutions based on
CINQUE TERRE SEA WATER – ITALY



EURITALIA PHARMA
coswell Made in Italy
Italian Innovators
1961
COSWELL SPA Via Gobetti 4, 40050
Funò di Argelato (Bo) ITALY
www.isomar.com/it



The eye is one of the most sophisticated organs of the human body, but it is also one of the most exposed to exogenous or endogenous factors that can endanger the health. Every day our eyes are subjected to stress that can cause a series of disorders that compromise daily well-being.

ISOMAR® **Occhi** is the range of ophthalmic products specially designed to give immediate relief to the most common eye disorders. The **Seawater** of the **Cinque Terre (Liguria, Italy)**, thanks to the presence of the **92 Trace Elements**, is the natural solution more similar to body fluids.

Comparative studies demonstrate how the isotonic **Seawater** of the **Cinque Terre (Liguria, Italy)** shows osmolarity values and ionic composition similar to the natural human tears.

RED EYE

Red eye is the most common symptom of eye irritation and is caused by the dilatation of blood vessels. This state of irritation can be caused by small stresses that increasingly affect our eyes daily, such as sensation of foreign bodies, use of screens, excessive light stimuli, exposure to atmospheric agents.

ISOMAR® **Occhi** is the ideal daily remedy to help the well-being of our eyes.

- **REHYDRATING:** isotonic sea water (0.9%), thanks to the content of mineral salts and trace elements similar to the tear film, is capable of moist and nourish the eye.
- **LUBRICANT:** Hyaluronic Acid and Hypromellose lubricate the eye surface and slow down the evaporation of the tear film and of the instilled product.
- **REFRESHING** and **SOOTHING:** herbal extracts complete the formula for a refreshing and soothing action in case of redness and irritation.



DRY EYE

5 ACTIONS

The most important barrier between our eye and the external stimuli is the tear film, which performs essential functions of protection and nourishment of the eye surface. Due to exogenous or endogenous factors, the tear film may be affected by alterations, losing its protective action and causing eye dryness.

ISOMAR® **Occhi plus** is the product for immediate relief from the symptoms of dry eyes

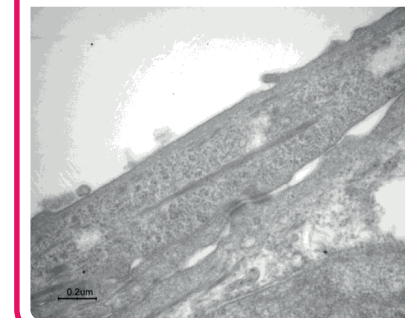
- **OSMOPROTECTANT:** thanks to the innovative **Isoeye Plus® Complex**, ISOMAR® **Occhi plus** hydrates and protects the cells by re-establishing the osmotic equilibrium.
- **REHYDRATOR:** Hypotonic sea water (0,7 - 0,8%) stimulates increased osmotic absorption by increasing eye hydration levels.
- **LUBRICANT:** Hyaluronic Acid (0.25%) and Hypromellose guarantee long-lasting lubrication.
- **REFRESHING** and **SOOTHING:** herbal extracts complete the formula for a refreshing and soothing action in case of redness and irritation.



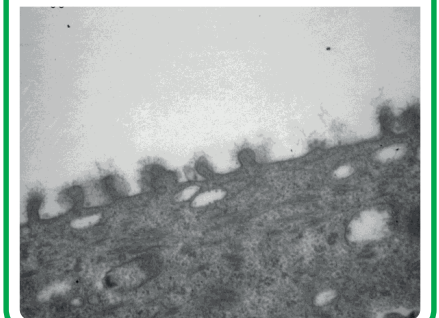
PRESERVATIVE FREE

AVAILABLE UP TO 3 MONTHS FROM THE FIRST OPENING.

HYPEROSMOLAR ENVIRONMENT
Disappearance of microvilli and cell suffering

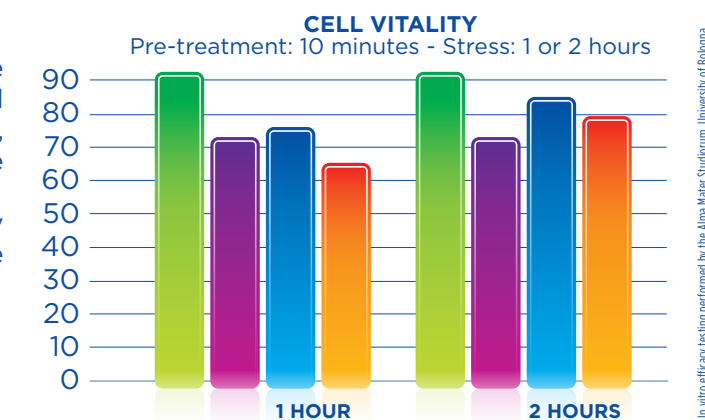


EYE TREATED WITH ISOMAR® Occhi Plus
Protection of eye well-being and intact microvilli



Efficacy testing was used to observe the per-centage of ocular surface cell survival in an in vitro hyperosmolar stress model, pre-treated with ISOMAR® **Occhi Plus** or the main competitor products. ISOMAR is the only one that is immediately effective and keeps 90% of the cells on the eye surface alive!

Cells pre-treated with ISOMAR® **Occhi Plus** Cells pre-treated with Competitor 1 Cells pre-treated with Competitor 2 Cells pre-treated with Competitor 3



In vitro efficacy testing performed by the Alma Mater Studiorum, University of Bologna Department of Specialized, Diagnostic and Experimental Medicine

ISOMAR®

IS A RANGE OF NASAL SOLUTIONS THAT, SINCE 1990, EXPLOITS ALL THE BENEFITS OF THE SEAWATER OF THE **CINQUE TERRE (LIGURIA, ITALY)** FOR THE WELL-BEING OF ADULTS AND CHILDREN



- "Made in Italy" water with certified origin. This unique seawater of the **Cinque Terre (Liguria, Italy)** is not crossed by any commercial routes.
- Unique rock formations that grants the presence of **92 Trace Elements**.
- Efficacy without the addition of drugs.

UNIQUE
SEAWATER
**CINQUE
TERRE**
LIGURIA - ITALY

DAILY HYGIENE VIALS

Medical Device Class IIa

24 5-ml vials. Ideal for the daily cleaning of the eyes and ears of babies and children. Usage in aerosol therapy is recommended to free the nose of children from mucus before feeding or to help them to sleep better. The high level of purity of the water of the Cinque Terre (Liguria, Italy) makes Isomar Daily Hygiene Vials the only sea water product suitable for eye hygiene.



DAILY HYGIENE SPRAY

Medical Device Class IIa

100 ml spray with propellant inert gas (nitrogen). Suitable for children over 12 months of age. The box contains two nozzles, one for the nose and one for the ears as it improves daily ear cleansing by removing wax secretions.



SPRAY BABY

Medical Device Class IIa

100 ml spray with propellant inert gas (nitrogen). Suitable for children over 12 months of age. Isotonic seawater and chamomile extract act synergistically to help the daily nasal hygiene of children and reduce dryness of the nasal membranes. The baby-friendly nozzle has a thin tip and soft jet, making it particularly suitable for the nose of children.



SPRAY NO GAS BABY

Medical Device Class I

Propellant Gas-free Spray (30 ml) is suitable for the daily nasal cleansing of children from 6 months of age and adults, thanks to the gentle spray.



EAR

Medical Device Class I

Propellant-gas free spray (50 ml). It helps clean the external auditory canal of adults and children from 6 months of age. It is particularly suitable in cases of:

- Excessive wax secretion. The wax absorbs the seawater and is gradually washed out.
- Pediatric patients, as the auditory canal is smaller and difficult to cleanse.
- Wearers of hearing aids.
- Older people who produce very dry wax that is difficult to remove.
- Men with a hairy auditory canal that hinders wax ejection.



ALLERGIES SPRAY

Medical Device Class I

Propellant gas-free spray (30 ml) soothes and hydrates irritated airways. The synergic action of its components has a double action: preventing and fighting the symptoms of colds and allergies. For adults and children from 2 years of age.

- Isotonic seawater helps to prevent bacterial proliferation and to expel allergens and irritating agents.
- Aloe Vera juice and Malva mucilage create a thin protective film that prevents mucosa from allergens and bacteria.
- Betaglukan, a natural substance obtained from yeast, has immunostimulating properties and fights mucosal dryness and soreness. Betaglukan also helps the product to remain on the mucosa.
- Eucalyptus essential oil provides the upper airways with a fresh feeling of wellbeing.



- **Better breathing** even at night for those who snore or who suffer from sinusitis.
- **Clean the nasal pits** from external agents such as bacteria, allergens and smog.
- **Facilitate breathing** in newborn who breathe only from the nose.
- **Preventing** common pathologies such as colds and allergies.
- **Free the congested closed nose** due to inflammatory states of bacterial or viral origin such as colds and allergies.
- **Soothe lasting symptoms** such as sinusitis and rhinosinusitis with natural products that do not create addictions and contraindications.
- **Release the closed nose** even in younger children with a natural aerosol.



Diluted seawater up to the saline concentration of body fluids (0.9%) became isotonic and cleans and nourishes the mucosa

The world of nasal solutions

is not only made by emergency users, daily cleaning becomes every day more important not only for children but also for adults

From the meeting between **nature** and **technology**, Isomar is an ever more comprehensive offer designed to meet all the needs of adults and children.

BLOCKED NOSE? HYPERTONIC SOLUTION

Pure seawater is hypertonic to body fluids (natural saline concentration of 3%) and frees the blocked nose for osmosis

DECONGESTANT VIALS

Medical Device Class IIa

20 5-ml vials to delicately decongest the nose of children from 6 months of age.

DECONGESTANT SPRAY

Medical Device Class IIa

50 ml spray with propellant inert gas (nitrogen). Suitable for children from 12 months of age. Ideal for nasal washes in case of intense congestion.

DECONGESTANT SPRAY WITH HYALURONIC ACID

Medical Device Class IIa

100 ml spray, with propellant inert gas (nitrogen), suitable for children over 12 months of age. It acts with a dual action for the well-being of the airways:

- hypertonic seawater relieves nasal congestion
- hyaluronic acid keeps the mucous membranes hydrated. The presence of hyaluronic acid makes Isomar Spray Decongestant also suitable for frequent use or in case of irritated mucous membrane because it helps maintain the smoothness of the mucosa forming a protective and moisturizing film.

DECONGESTANT SPRAY NO GAS

Medical Device Class I

Propellant gas-free spray (30 ml) helps unblocking a congested nose delicately and naturally from the moment the first symptoms appear. The sensation of freshness felt when using the spray is the result of the synergic action of hypertonic seawater and Eucalyptus, which helps fighting the symptoms of colds and rhinosinusitis. Suitable for adults and children from 2 years of age.

