

# PRESS RELEASE



## Ear syringing costs NHS at least £11.7<sup>1</sup> million each year

Around four million<sup>2</sup> ears are syringed each year in the UK, costing the NHS an estimated £11.7 million. Much of this money could be saved if people took steps to prevent ear wax build up, claims Audiclean brand manager, Alison Free.

Earwax has a number of positive functions, but it can sometimes block the ear canal, leading to pain or temporary hearing loss. Using cotton buds, wearing ‘in ear’ headphones or hearing aids can push the ear wax further into the ear canal where it becomes impacted. At this point, ear syringing may be recommended. Alison Free believes this isn’t ideal: “Having your ears syringed really isn’t a very pleasant experience and something I’m sure most people would rather avoid.”

Audiologist, Catherine Brown, claims that syringing can be avoided: “Audiclean helps prevent wax build-up and avoid the need for syringing. There will be cases where syringing is required and if problems persist, I would always recommend seeing your GP or hearing care professional.”

Brown continues: “Keeping your ears clear and clean is important. If I need to send someone to see their nurse or GP because of wax build up, it can delay the fitting of a hearing aid by around two weeks – which isn’t good news for anyone.”

Audiclean Ear Wax Remover is safe, gentle and uses natural ingredients to effectively disperse hardened ear wax plugs, which helps people avoid the need for ear syringing. Audiclean Ear Cleansing Wash also uses natural ingredients and is easy to

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<sup>1</sup> Assume each 15 minute practice nurse appointment can syringe both ears, therefore 2 million appointments. Practice nurse 15 minute appointment estimated to cost £5.85 (Family Practice. Vol: 22. No: 3 pp 317-322). This is likely to be underestimate due to GPs carrying out syringing and higher cost per appointment for GPs.

<sup>2</sup> International Journal of Medicine – 2004 – M.J. Greener et al

use every day when you bath or shower to wash away excess wax and dirt, keeping the ears clean and clear.

Ends

For further press information, please contact:

Louise Raisbeck

[louise@raisbeckpr.co.uk](mailto:louise@raisbeckpr.co.uk)

M: 07966 688063

Notes to editors

- Catherine Brown is a hearing aid audiologist from Leighton's Hearing Care. [www.leightonshearingcare.co.uk](http://www.leightonshearingcare.co.uk).
- Audiclean Ear Cleansing Wash costs £8.99 for a 115ml spray bottle
- Audiclean Ear Wax Remover costs £5.99 for 12ml
- More Audiclean information and stockists at [www.audiclean.co.uk](http://www.audiclean.co.uk)