EVER CLEANED YOUR EARS WITH A COTTON BUD, SCISSORS OR HAIR GRIP?

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According to research carried out by Cl-ear, the ear care range, a staggering 76% of us still use cotton buds to clean out our ears, despite firm medical advice to the contrary. Even worse, when questioned about other ear cleaning methods, top of the list were fingers (22%), pens (2%), keys (1%) and other items including hair grips (6%), scissors, paperclips and even cocktail sticks!

59% of us find dewaxing our ears satisfying but try as we might to clean our ears out, all of the above dewaxing methods are actually more likely to push wax further into the ear than to help the transition out.

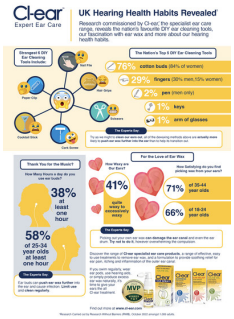
Mr Neel Raithatha, consultant audiologist, world leading clinical ear care specialist, The Wax Whisperer and healthcare adviser to Cl-ear ear care, “I regularly get over 10 million views on my YouTube ear wax removal videos, and whilst it’s good that people are more aware of ear wax on social media and there is less of a taboo, we need them to stop using cotton buds and hair grips as cleaning devices and more products such as the new Cl-ear Olive Oil Ear Spray which is designed to help soften, lubricate and remove ear wax with no fuss or mess, and no damage to the ear. The Spray can be used in conjunction with professional microsuction if needed.”

“Our ears secrete their own natural oils to moisturise the ear and prevent bacteria and infection occurring, and medical grade olive oil as used in new Cl-ear Olive Oil Ear Spray carries out this same function. I’d like to see everyone using products such as Cl-ear Olive Oil Ear Spray once a week (except in the case of a perforated eardrum) to keep their ears healthy and in good working order.”

The Cl-ear range is available from pharmacies and supermarkets nationwide. For more information and stockist details go to www.cl-ear.com

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Cl-ear Expert Ear Care

T. 07810484441
E. tara.manning@gmail.com
W. https://cl-ear.com/

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