Ventus Medical Is Solving A Problem In The Bedroom For 45 Million Americans

The Associated Press

A recent poll by the National Sleep Foundation found that 47% of women couldn't get a good night's sleep because of their bed partners' snoring. This dilemma has led some creative home builders to construct homes with "snore rooms," and even one hotel chain, Crown Plaza, to test out "snore absorption" rooms. The market is flooded with nasal strips, throat sprays, mouth guards and other gimmicks that promise to stop the snoring. Yet, with 45 million snorers in the United States alone, the war against snoring is not being won.

(Photo: http://photos.prnewswire.com/prnh/20120709/AQ36347-a [1])
(Photo: http://photos.prnewswire.com/prnh/20120709/AQ36347-b [2]) Ventus Medical, a company that specializes in treating sleep disordered breathing ranging from snoring to obstructive sleep apnea, has developed Theravent Snore Therapy, a therapy that has been clinically proven to reduce or eliminate snoring, once and for all.

Theravent Snore Therapy received FDA clearance in June within a new class of snoring therapy and is now exclusively available online to consumers at www.theraventsnoring.com [3] (no prescription required).

Theravent is for people whose snoring affects sleep quality for themselves or their bed partner. Snoring becomes more prevalent with age and is found frequently in people who are overweight. Symptoms include daytime drowsiness, lack of focus, irritability and decreased sex drive.

"Snoring has always been a laughable problem in society - but doctors now know that it's related to other health risks in addition to being a nuisance to bed partners, and should be treated," said Peter Wyles, President and Chief Executive Officer of Ventus Medical. "Theravent was born out of our extensive research and experiences in treating obstructive sleep apnea with Provent@ Sleep Apnea Therapy. We're confident that this new, single-use device will greatly benefit the millions of snorers and their bed partners whose lives have been adversely impacted by snoring - and help get more men off of the couch and back in the bedroom!" Theravent uses the same innovative MicroValve technology first introduced in Ventus Medical's prescription-only Provent Sleep Apnea Therapy. This technology has been proven in more than 10 clinical trials and used for nearly 2 million nights of sleep. Theravent utilizes this technology to increase pressure in the upper airway when a user exhales, reducing or eliminating snoring. Clinical studies at multiple U.S. centers demonstrated that Theravent reduces snoring by an average of 76 percent, as measured using a decibel meter.

45 million Americans now have an effective option for improving their life and

solving a significant problem in the bedroom. Visit www.theraventsnoring.com [3] for more information.

About Theravent Advanced Nightly Snore Therapy Theravent Snore Therapy is a new, clinically proven, over-the-counter treatment for snoring. Theravent offers a proven solution for patients whose snoring is affecting the quality of their and their partner's sleep. Used nightly, Theravent can give snorers and their partners back a quiet night's sleep. Theravent uses patented MicroValve technology, previously only available with a prescription, to target and treat snoring. During inhalation, the MicroValves open--allowing nearly unobstructed airflow. During exhalation, the MicroValves partially close, which increases expiratory pressure and keeps the nasal airway open, preventing snoring. Theravent received FDA clearance in June of 2012. Theravent is not intended to treat obstructive sleep apnea. For more information, please visit www.theraventsnoring.com [3].

About Provent@ Sleep Apnea Therapy Provent Sleep Apnea Therapy is a proprietary medical device for the treatment of obstructive sleep apnea (OSA). The device is proven clinically effective in a series of published studies. It is easy to use, non-invasive and a disposable treatment that works across mild, moderate and severe OSA. Provent Sleep Apnea Therapy utilizes nasal expiratory positive airway pressure (EPAP) to keep a patient's airway open during. It incorporates a novel MicroValve design that is placed over the nostrils and secured with hypoallergenic adhesive. During inhalation, the valve opens allowing nearly unobstructed airflow.

During exhalation, the valve closes, limiting airflow through small openings, which increases expiratory pressure and keeps the airway open, preventing disruption in breathing. Provent Sleep Apnea Therapy is FDA cleared, has CE marking and has been accepted onto the Australian Register of Therapeutic Goods (ARTG). For more information, please visit www.proventtherapy.com [4].

About Ventus Medical Ventus Medical is a privately-held medical device company dedicated to providing non-invasive medical solutions for people with sleep disordered breathing. Based on its innovative MicroValve technology and patented designs, Ventus has developed a unique line of clinically-proven medical devices to address the continuum of sleep disorders from severe obstructive sleep apnea (OSA) to mild snoring.

Ventus Medical's devices work by creating expiratory positive airway pressure (EPAP). The company markets Provent Sleep Apnea Therapy, a discreet, easy-to-use nasal device, for the treatment of obstructive sleep apnea and Theravent Snore Therapy an over-the-counter device for the treatment of snoring in the US. Provent Sleep Apnea Therapy is also available in Australia, New Zealand, Hong Kong and Canada.

www.ventusmedical.com [5] SOURCE Ventus Medical -0- 07/09/2012 /CONTACT: Ventus Medical Contact: Gitte Pope, Director of Marketing, +1-408-828-1449, gpope@ventusmedical.com [6]; or Public Relations Contact: Kevin Knight, +1-972-385-9384, KKnightPR@gmail.com [7] /Photo: http://photos.prnewswire.com/prnh/20120709/AQ36347-a [1]

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