



TAKING CONTROL OVER CHRONIC SINUSITIS

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Introduction



Chronic sinusitis is very difficult to live with. Besides the frequent and unexpected pain and pressure in your head, nose, and face, you're losing sleep, having trouble eating, and those dark circles under your eyes are getting bigger. Think of all the workdays, social outings, and personal time you've missed out on because of this affliction. Time that you can't get back!

Let's not overlook the amount of money you've spent on medications throughout the years just to suppress the symptoms. It's like a vicious cycle that seems to never end, until now! The purpose of this eBook is to inform you that you can get rid of chronic sinusitis and improve your quality of life significantly with Dr. Alen Cohen and the Southern California Sinus Institute.

Chronic Sinusitis Symptoms

To diagnose chronic sinusitis, two or more of the following symptoms must be present for at least 10-12 weeks:

- Facial pain and pressure centered around the forehead, eyes, cheeks and upper teeth
- Nasal discharge (thick white or colored)
- Nasal congestion or blockage
- Ear pain and pressure
- Fatigue
- Headaches
- Postnasal drip with or without cough
- Lingering cough
- Bad breath
- Decreased sense of smell or taste
- Low-grade fevers
- Concentration issues / brain fog



Because many of the symptoms of chronic sinusitis are similar to colds, allergies and other disorders, it's important to see an ENT / sinus specialist for a proper diagnosis.

TYPES OF SINUSITIS

There are four types of sinusitis that can impact the severity and frequency of symptoms flare up.

- Acute sinusitis usually causes swelling in the nasal and sinus cavities and nasal drainage. It is usually due to a virus, bacterial infection or an allergy attack and leads to an acute flare up which can last several days to a few weeks. Most cases of acute infections stem from the common cold, flu, and other viral and bacterial pathogens.
- Subacute sinusitis also causes swelling and inflammation of the sinus and nasal membranes. Unlike acute infections, which typically last no longer than 2-3 weeks, subacute flares can last up to 8-10 weeks.
- Recurrent acute sinusitis patients have similar symptoms and causes as other sinus infection types, but they occur four or more times in a 12-month period. Usually, patients end up in urgent cares or at their doctors and keep going on antibiotics 4-6 times per year and never feel great!
- Chronic sinusitis patients don't really ever feel better as their symptoms last more than 10-12 weeks and can be year-round. There are periods of time where the symptoms are dormant, but when active, they can last eight weeks or longer. Chronic sinusitis patients are notoriously difficult and have to be on long term treatment with antibiotics, oral or nasal steroids, rinses, decongestants and antihistamines year-round just to control their symptoms so they can function somewhat.

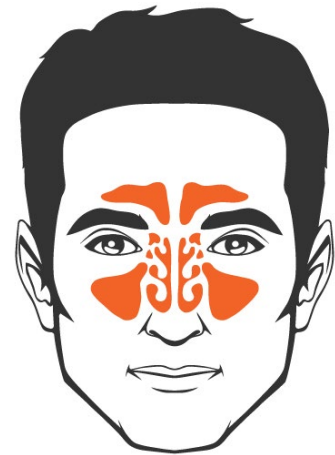
WHAT ARE SINUSES?

The sinuses are air filled cavities in your skull along your nose and eyes that are lined with mucous membranes and help filter and humidify the air you breathe. The average healthy person has eight sinus cavities that are inter-connected

and contiguous with each other and all lined by a single thin membrane, called respiratory epithelium.

Sinus cavity locations:

- FRONTAL - two in the forehead (right and left)
- MAXILLARY - two in the cheekbones (right and left)
- SPHENOID - two deep behind the nose and eyes (right and left)
- ETHMOID - Multiple between the eyes (right and left)



WHY CHRONIC SINUSITIS OCCURS?

A small percentage of people have extra, absent or abnormally shaped sinuses that may increase their sensitivity to infections. To function properly, the sinus cavities must drain mucus freely and regularly. When these passageways become dry, irritated, swollen, or blocked, the result is an increase in mucus production without drainage and so pressure builds up and one develops a bout of sinusitis or infection. Sinus infections become chronic when they last longer than two months.

Treating Chronic Sinusitis



Sinusitis is a common condition that impacts over 33 million people across the country every year. A significant portion of sinusitis sufferers are not aware that their condition is chronic. For many, sinus infections are just a normal side effect of living and there's nothing to worry about after taking a few days off work and using home remedies. That's a big misconception that we want to dispel immediately! There is a very dangerous side to chronic sinusitis that you need to be aware of. Frequent sinusitis infections can cause serious and long-term health complications, not to mention severe distress.

Are you tired of having to use any of the following strategies for relief?

- Nonstop sprays and rinses
- Steam inhalation
- Sleeping while elevated
- Over-the-counter pain and allergy medications

While these remedies can provide an immediate reduction in pain and sinus pressure, they do nothing to treat the cause of the problem. They merely provide short-term relief. The lifelong expense of living with chronic sinusitis and sinus infections can really take a toll on your finances, health, overall well-being, and even impact your professional life. It can also lead to other issues like chronic ear problems, chronic cough, chronic sore throat, recurrent bronchitis and significant and worsening asthma.

When it comes to chronic sinusitis, you need more effective and longer lasting options. Southern California Sinus Institute in West Hills, California and world-renowned expert, Dr. Alen Cohen, offer long-term relief to help you conquer this condition and breathe easier.

Take Control Over Your Sinuses - Chronic Sinusitis Treatment



Many people who are tired of feeling miserable due to infected and inflamed sinuses get immediate and long-term relief from in-office Balloon sinuplasty, when performed by Dr. Cohen. It's a minimally invasive in-office surgical procedure under local anesthesia that gets rid of chronic sinusitis once and for all when performed by an expert. To cure the condition, Alen Cohen, M.D., F.A.C.S., F.A.R.S, has patients take a mild sedative before the procedure by mouth and then administers a local topical

anesthetic to the nose and sinuses in order for the patient to relax and ease potential discomfort. He then inserts small, special medically designed balloons inside the nose and sinus opening and inflates them to permanently widen the sinus passages to allow proper drainage to occur. If he sees polyps or scar tissue at the sinus openings, he will also remove those via endoscopic sinus surgery at the same time right in the office. Lastly, he completes the procedure by in-office submucous resection of the turbinates, which permanently enlarges the nasal passages and sinus drainage pathways so patients don't suffer any longer.

Depending on the severity of congestion, Dr. Cohen may use additional medical instruments to suction the fluid and mucus out of the nasal and sinus passages. This process reduces inflammation, swelling, and pressure inside the nasal and sinus cavities, putting an end to symptoms and the condition itself. Because there are no incisions, patients enjoy a quick recovery with little to no downtime. The procedure is over 90 percent effective and prevents sinus infections from coming back. It only takes 30 minutes to complete and is offered as in-office treatment.

For more advanced patients who have severe polyps or a deviated septum, Dr. Cohen offers outpatient surgical procedures as well to cure the condition once and for all.



He performs image-guided endoscopic sinus surgery with turbinate reduction, septoplasty, and valve repair. This minimally invasive outpatient procedure is ideal for people who have recurring sinus infections due to nasal polyps, a deviated septum, or other nasal structure abnormalities, and intense sinus pressure or pain.

To perform the procedure, he uses a special camera and CT scan that allows him to see detailed images of the patient's nasal and sinus cavities, so he can remove the damaged/inflamed tissues. Image-guided endoscopic sinus surgery is so effective that patients almost immediately experience relief and can breathe easier. There is minimal downtime. Patients often recover within three days in Dr. Cohen's golden hands!

Southern California Sinus Institute Helps Patients Take Control Over Chronic Sinusitis

Southern California Sinus Institute offers medical and surgical treatment options to prevent the stress, trauma, and fatigue of debilitating chronic sinusitis. We help patients breathe easier, so they can enjoy healthier and more productive lives.

MEET DR. ALEN N. COHEN, MD, FACS, FARS



World-renowned, board-certified Dr. Alen N. Cohen is an ENT/Head & Neck Surgeon and Nose and Sinus Specialist who is committed to providing comprehensive and effective medical management for nasal and sinus disorders. Widely heralded as one of the top Sinus Surgical Specialists in Los Angeles, Dr. Cohen uses state-of-the-art diagnostic, medical, and surgical technology and practices treatment for ear, nose, and throat disorders.

Dr. Cohen founded the Southern California Sinus Institute in 2009 in West Hills, California. Since then, Dr. Cohen has mastered and performed

thousands of various nose and sinus procedures and techniques to provide patients with optimal results. Since 2013, Dr. Cohen continues to be recognized as a Los Angeles Magazine Super Doctor. He also is a Castle-Connolly Nationally Recognized Nose and Sinus Surgeon, a distinction he's held since 2017.

As an active director of a highly distinguished Stryker National Sinus Center of Excellence, he provides professional nationwide instruction on outpatient Sinuplasty procedures, including Balloon Sinus Dilation, image guided sinus hybrid surgery, turbinate reduction (submucous) and various other in-office nasal and sinus procedures. He is also an Assistant Clinical Professor of Surgery at UCLA's David Geffen School of Medicine.

Dr. Cohen mentors and provides practical training to ENT specialists across the country on industry best practices and techniques for Balloon Sinuplasty and integrative procedures that include septoplasty, submucous turbinate resection, nasal polyp removal, and nasal valve repair. As such he's known to be the guy that other doctors call or go to when they run into problems.

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