

COLD vs. SINUSITIS? WHAT'S THE DIFFERENCE?

Symptoms often overlap which may make colds and sinusitis difficult to recognize. A cold (rhinitis) is caused by viruses, and sinusitis (sinus infection) is caused by viruses and bacteria. In both cases, the sinuses become inflamed preventing mucus from draining properly.

Colds

A cold can resolve itself without treatment. Symptoms typically improve after 3-5 days:

- ✓ Stuffy and runny nose
- ✓ Sneezing
- ✓ Coughing
- ✓ Low-grade fever
- ✓ Mild body aches

Treatment: acetaminophen (Tylenol), ibuprofen (Advil), saltwater rinses, healthy diet, liquids

Sinus Infection (Acute Sinusitis)

Acute sinusitis is a temporary bacterial or viral infection in the sinuses. Symptoms are more severe than a cold and last longer than 7-10 days and up to 4 weeks, without improvement:

- ✓ Stuffy, congested, or blocked nose
- ✓ Cloudy or yellowish-greenish mucus
- ✓ Facial pain and headache behind eyes
- ✓ Coughing, fever, fatigue, bad breath

Treatment: antibiotics (bacterial), ibuprofen or acetaminophen (viral), antihistamine (allergies), inhaled steroids, x-rays and CT scans

ADVANCED TREATMENT OPTIONS TO TREAT SINUSITIS

Sinus Infection (Chronic Sinusitis)

Chronic sinusitis diagnosis is based on duration and symptoms. It can last for years if caused by prolonged inflammation. If you've had 2 of the following 4 symptoms for at least 12 weeks, you may have chronic sinusitis and should consult your ENT doctor:

- ✓ Nasal blockage
- ✓ Nasal drainage
- ✓ Facial pain or pressure
- ✓ Decreased sense of smell

Treatment: nasal corticosteroids, nasal saline irrigation, oral/injected corticosteroids, aspirin desensitization treatment, surgery

Advanced Surgical Options for Sinusitis

When medications and treatment can't resolve chronic sinusitis, we offer advanced surgical techniques with no swelling, bruising, nasal packing, and little discomfort.

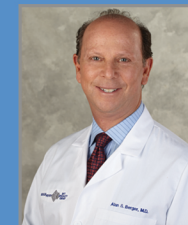
Endoscopic Sinus Surgery

Safe, gentle, long-lasting, minimally-invasive procedure performed to remove sinus blockages. Drainage pathways in the nose are widened with a nasal endoscope allowing mucus to drain and improving air ventilation.

Balloon Sinuplasty

Safe, effective, in-office procedure also performed to remove sinus blockages. Fast recovery. No packing. Opens clogged and inflamed sinuses with a balloon allowing mucus to drain, restoring normal mucus flow.

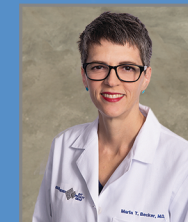
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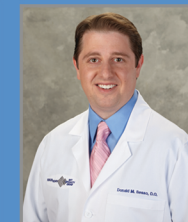
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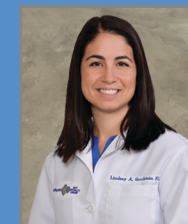
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STUFFY NOSES *and* CONSTANT CONGESTION



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WHAT CAUSES A STUFFY & RUNNY NOSE?

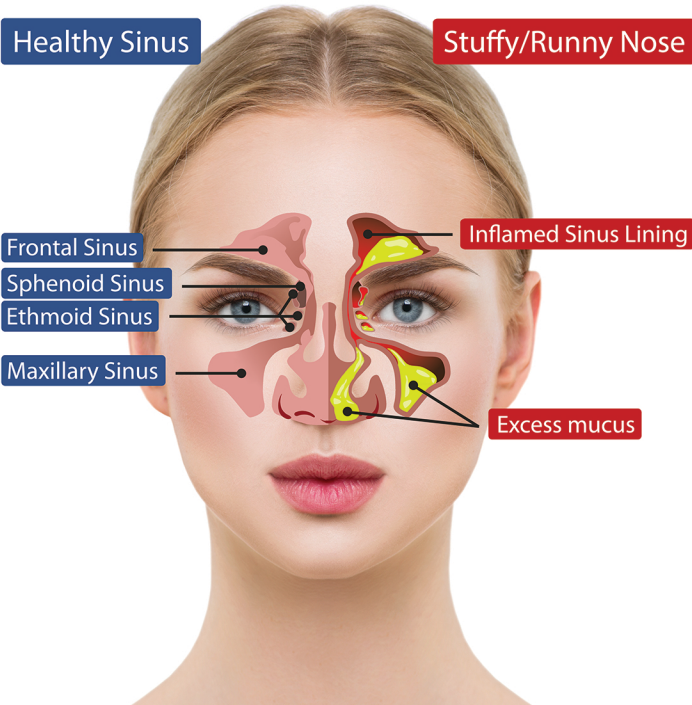
Doctor, Please Explain

STUFFY NOSES & CONSTANT CONGESTION

Stuffy noses and nasal congestion affect millions of Americans each year.

For some, they are temporary inconveniences; for others, they are persistent conditions that cause colored mucus discharge, nasal blockage, nasal drainage, facial pain, and/or a decreased sense of smell.

A stuffy or clogged nose (nasal congestion) is caused by inflamed blood vessels in the sinuses that are triggered by a cold, flu, allergy, or sinus infection. When the body releases histamine, blood flow increases resulting in inflammation of the nasal linings and causing your nasal cavity to fill with excess fluid.

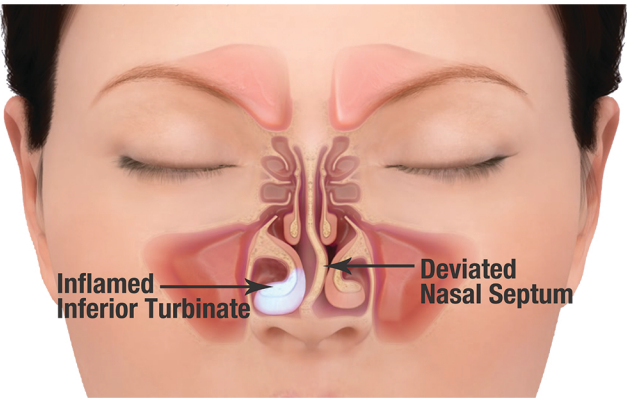


Causes of a Stuffy Nose

Deviated Septum

80% of people have a deviated septum due to genetics, injury or trauma. A deviated septum occurs when the thin wall of bone/cartilage that separates the left and right nasal cavities is displaced to one side (crooked).

Symptoms include difficulty breathing, significant congestion in one nostril, enlarged turbinate(s), chronic sinus infection, chronic post nasal drip, nosebleed, facial pain, headache, snoring, or sleep apnea.



Turbinate Hypertrophy

Inferior turbinates, nasal radiators that heat and filter air, can enlarge (turbinate hypertrophy) due to sinus infections, deviated septum, and allergies causing blocked nasal passages. Treatments are nasal steroid sprays and turbinate reduction surgery (turbinoplasty).

Enlarged Adenoids

Throat infections can cause enlarged adenoids which can cause a stuffy nose, difficulty breathing, and ear infection. Chronic infections due to swollen adenoids can cause hearing loss and speech problems. Treatment can include antibiotics and an adenoidectomy.

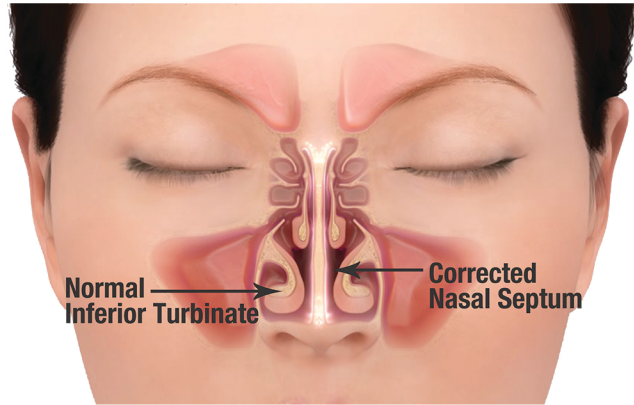
Common Cold and Allergies

A cold can be caused by 200+ viruses, is infectious, and can be transmitted through the air or by direct contact. An allergy is an abnormal reaction to a harmless substance that has invaded the body. Histamine triggers swollen nasal linings which can cause your stuffy nose.

Treatments for Deviated Septum

Medications - Decongestants, antihistamines, or nasal steroid sprays can treat the swollen mucus membranes but won't correct a deviated septum.

Septoplasty - Reshapes the septum until the nasal passage is large enough to allow for normal, comfortable breathing patterns.



Septorhinoplasty - Septoplasty and rhinoplasty (nose job) combined. Improves facial appearance.



Turbinoplasty - Reduces swollen turbinates. Improves breathing and sinus drainage.