Aqua Maris Success

Launched in the summer of 1999, by today Aqua Maris sold over **200 million units worldwide**!

AQUA MARIS®

NASAL AND SINUS WASH

	Aqua Maris Mediterranean (neti pot set)	Aqua Maris Mediterranean (30 sachets)
USAGE	Cleans nose and sinuses with thalasotherapeutical effect	Cleans nose and sinuses with thalasotherapeutical effect
COMPOSITION	Essential oils of myrtle and immortelle	Essential oils of myrtle and immortelle
	Isotonic/ Hypertonic seawater	Isotonic/ Hypertonic seawater

100% natural. Preservative free. Does not cause addiction.

AQUA MARIS®

Mechanism of Action of Nasal Irrigation

Table 1. Mechanisms of action of nasal irrigation (NI).

Mechanism	Action
Mechanical intervention	Mucus lining dislodgment Removal of inflammatory mediators
Impact on mucociliary clearance	Reduction in microbial antigens level Decline of microbial burden
Positive effect on epithelial cell integrity and function in the presence of additional ions	Magnesium promotes cell repair, limits inflammation, limits exocytosis, and reduces apoptosis of respiratory cells Zinc reduces apoptosis of respiratory cells Potassium exerts anti-inflammatory action Bicarbonate reduces mucus viscosity

Source: Nicola Principi, Susanna Esposito; *Nasal Irrigation: An Imprecisely Defined Medical Procedure,* Int. J. Environ. Res. Public Health 2017, 14, 516

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AQUA MARIS®

Seawater is *not just* saline!

Seawater composition is very complex and impossible to recreate.

It contains microelements - Zn, Se, Cu, Mn, I, Si, Fe, Cr, Co, Ni, F, V, Mo, Sn,...

CHEMICAL SIMILARITY BETWEEN SEAWATER, BLOOD PLASMA AND EXTRACELLULAR FLUID
"L'eau de Mer, Milieu Organique„, René Quinton (1904)

PROVEN EFFECTS OF SEAWATER

- antiseptic effect
- secretolytic
- improves natural nasal cleaning system
- reduces mucosal dryness & crust creation
- stimulates local circulation
- cleanses & nourishes nasal passages
- ceruminolytic

AQUA MARIS®

Aqua Maris Production

Seawater is a live material and thus the Aqua Maris production including seawater extraction is complicated and a highly supervised process.

Aqua Maris Sea and Human Health Research Institute

AQUA MARIS Research Institute

Procedure Guidelines are the result of years of research and experience and the production process is certified by the European Union Standards for the Production of Sterile Liquid Forms.

AQUA MARIS®

Brand Positioning Promise

Sharing the natural power of Adriatic sea water. For everyone. Everyday.

What makes us relevant

Everyday solutions for everyone

We produce products for the entire family that can be used everyday to gently and safely treat, protect and cleanse against colds, allergies and rhinitis.

What makes us authentic

Purified Adriatic sea water

We only use the purest Adriatic sea water. This rich, naturally curative seawater makes our products 100% natural.

What makes us unique

Pharma expertise & thalassotherapy heritage

Our pharmaceutical expertise and thalassotherapy heritage enable us to control the entire manufacturing process and deliver high performing Adriatic seawater products.