

Speleotherapy Clinic
1126 Finch Ave. West, Unit #14
Toronto, Ontario M3J 3J4
Tel:(416) 739-7777
Fax:(416)821-0097

PRESS RELEASE

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For Immediate Release

To arrange an interview please
contact: Boris Kofman
Tel: (416) 739-7777
E-mail: speleotherapy@bellnet.ca

By: Olga Keserovic Naturopathic Doctor. Her background is in natural sciences and her varied experience in health care has provided her with the expertise necessary for her work in complimentary medicine. Olga has been in private practice for the past eight years in Toronto, Canada, where she lectures on health related topics. She is a member of the Ontario Association of Naturopathic Doctors as well as the Canadian Association of Naturopathic Doctors.

Proven relief of respiratory ailments from salt caves — finally in Canada!

Now, Canadians have an opportunity to enjoy the wonderful benefits of Speleo/Halotherapy. This therapy has been available in Europe for over half a century, where it has been proven effective for symptom relief of many respiratory conditions, such as bronchitis, asthma, cystic fibrosis, coughs and sinusitis. The opening of the Halotherapy Centre in Toronto, Ontario, the first of its kind in Canada, means that this effective and well researched treatment is now available in Canada's largest city.

Because medications used to treat many breathing conditions often have undesirable side effects (which is well documented), both clinicians and the public alike are increasingly turning to drug-free alternatives. Halotherapy (from the Greek, "halos", salt) is a mode of treatment that takes place in a controlled air medium (the "cave") which simulates a natural salt cave microclimate.

Speleotherapy treatment taking place in natural salt caves - has been around for generations. The efficacy of Speleotherapy is associated with the unique salt cave environment, and the natural dry sodium chloride aerosol (salt) is considered to be the major curative factor of this microclimate.



Microclimate Dry Saline Aerosol therapy is not only safe and effective but also pleasant. Children love to play in this salt "cave", not even noticing that they are being treated. There is a play area with toys and salt instead of sand, and a TV showing cartoons.

The Halotherapy Centre (available online at www.HaloTherapy.com) reproduces this natural salt cave environment. Patients sit in lounge chairs in a room that resembles a salt cave. The walls and floor are covered with salt, and the air they breathe contains tiny salt particles that penetrate deep into the respiratory tract. The salt particles are produced by state-of-the-art medical technology. This inhaled "salt air" is the curative aspect of the treatment.

"Inhalation of hypertonic saline produces a sustained acceleration of mucus clearance and improved lung function. This treatment may protect the lung from insults that reduces mucus clearance and produces lung disease," according to the clinical studies published in *The New England Journal of Medicine*⁴.

Speleo/Halotherapy is beneficial for numerous breathing conditions and symptoms, such as chronic bronchitis, sinusitis, shortness of breath, chest tightness, coughs (particularly at night or after exercise), wheezing, respiratory allergies, rhinitis, tonsillitis, pharyngitis, colds, influenza, smoking related cough (secondary smoke related symptoms), frequent acute disorders of respiratory tract and multichemical sensitivity syndrome, among others. The therapeutic effects have been proven by biochemical, immunological and microbiological research.¹

Results speak for themselves

The effect of Halotherapy was evaluated in 124 patients with various types of respiratory diseases (bronchial asthma, chronic obstructive and non-obstructive bronchitis, bronchiectasis, cystic fibrosis) in a placebo-controlled clinical trial. There were significant (75-98%) improvements in the group that received Halotherapy.³ In addition, they no longer have to take large amounts of

prescription medications. It is particularly effective with children.²

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For more information:

In order to introduce Canadians to Halotherapy, there is no charge for the first visit to the Clinic. For appointments, call the Clinic at **416-739-7777**. For more information, visit the Clinic's website: www.HaloTherapy.com or call the 24-hour info line (recorded information): 416-763-9177

EDITOR'S NOTES:

Clinical references are available upon request.

Image Instructions

To open/download image used in this press release, please visit:

<http://www.halotherapy.com/stcimages/picture.pdf>

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3. *Journal of Aerosol Medicine* 1995, Volume 8, Number 3.
4. *N Engl J Med* 2006; 354:241-50