

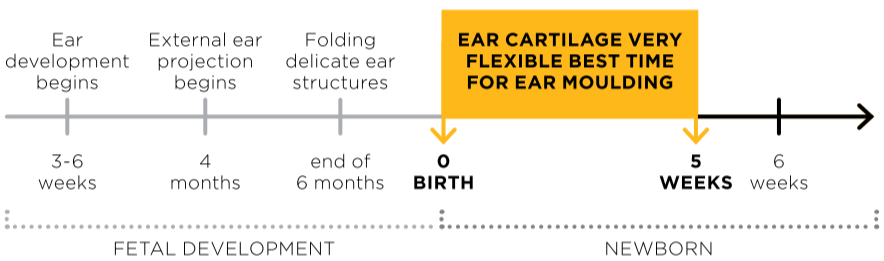
LISTEN — UP! —

EAR DEVELOPMENT begins from 3-6 weeks in the growing embryo, the external ear projection begins at 4 months. Folding of the delicate ear structures begins at the end of the 6 month of fetal development.

SCIENCE STUFF Infant ear cartilage is unusually soft and malleable. This is owed to the circulating maternal hormone, oestrogen, which peaks 3 days after birth and returns to baseline at 6 weeks. The oestrogen interacts with an enzyme, Hyaluronidase, that keeps the cartilage flexible.

During this privileged period, ear deformities can be corrected permanently by moulding the ears into the correct shape.

TIMELINE FOR EAR DEVELOPMENT



HOW IT WORKS

The Earwell infant correction system is **worn for 2-6 weeks**.



**EARWELL
CORRECTS 90%
OF INFANT EAR
DEFORMITIES.**

(Byrd et al PRS 2010;126:1191-1200)

Speak to
DR CLARE NESER
Specialist Plastic and Reconstructive Surgeon for more
information about ear correction for your baby.

PLASTIC & RECONSTRUCTIVE SURGEON

Tel: 021 510 8534/2546
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CLARENESER

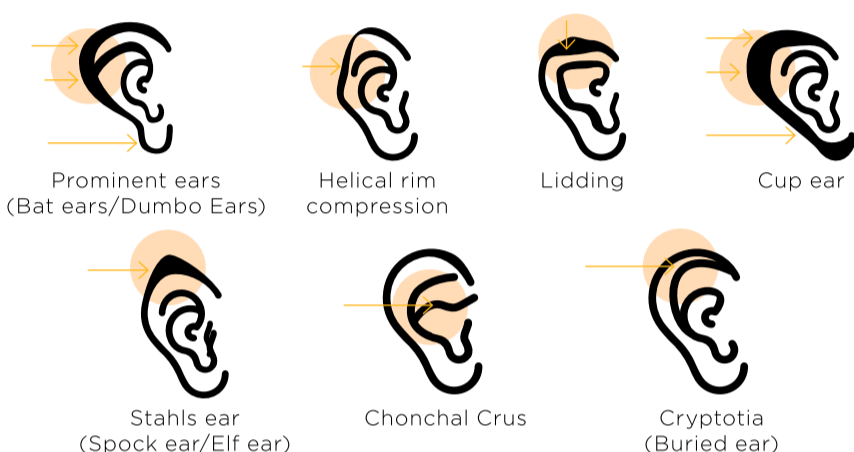
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MBCHB FCS(SA)PLAST MMED PRACTICE NUMBER: 036 000 0562521

THE ANATOMY OF AN EAR



DOES YOUR NEW BORN BABY HAVE ANY OF THE FOLLOWING EAR DEFORMITIES?



EARLY EAR MOULDING CAN AVOID SURGERY FOR ABNORMAL EARS.

THE FACTS

INFANT EAR DEFORMITIES ARE THE MOST COMMONLY OVERLOOKED INFANT DEFORMITY.

INFANT EAR DEFORMITIES ARE COMMON. 70% will stay the same or worsen.



ONLY 30% OF INFANT EAR DEFORMITIES SELF CORRECT!
Children with ear deformities are at risk of peer ridicule and teasing which can result in low self esteem, anxiety, social isolation and emotional withdrawal.

EAR MOULDING GIVES THE BEST RESULTS WHEN STARTED IN THE FIRST WEEKS AFTER BIRTH.

EARWELL INFANT EAR CORRECTION SYSTEM IS A NON- SURGICAL, PAINLESS, SAFE AND EFFECTIVE TREATMENT TO CORRECT COMMON INFANT EAR DEFORMITIES.

