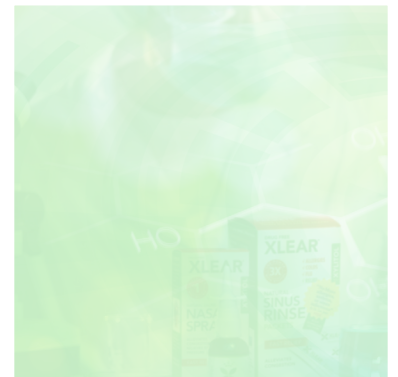


XLEAR INC. MEDIA PRESS KIT



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## Introduction

Welcome to the Xlear Inc. Media Press Kit. Here, you will find comprehensive information about Xlear Inc., its founder and CEO Nate Jones, the ongoing litigation with the Federal Trade Commission (FTC), and the broader issues of government overreach in the natural and supplement product manufacturing industry. This kit includes detailed discussions on key points relevant to the current healthcare landscape and the importance of regulatory transparency and fairness.

## About Xlear Inc.

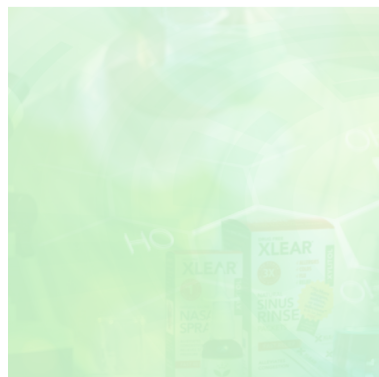
Xlear Inc. is a leading hygiene and wellness company, dedicated to providing high-quality, innovative solutions for nasal and oral hygiene. Founded in 2000, Xlear Inc. specializes in xylitol-based products, including the widely acclaimed Xlear Nasal Spray and Spray Dental Defense. Our mission is to improve lives by offering natural, effective products that enhance respiratory health and overall well-being.

## Mission Statement

To enhance respiratory and oral health and overall well-being through natural, scientifically backed products that empower individuals to take control of their health. Xlear focuses on the gateway microbiomes in the mouth and nose and working to keep these microbiomes in a state of eubiosis, or balance. When there is eubiosis we tend to stay healthy, when there is disruption, or dysbiosis that is when we get sick. the vast majority of pathogens enter through the mouth and nose...it's just a fact of life. That is why good hygiene practices that improve our oral and nasal health are of paramount importance.

## Context

While the June 3, 2024, grilling of Dr Fauci before a US House Committee raised awareness of current and significant concerns regarding the government's handling of all facets of the COVID crisis, the issues aired by the committee are not new to Xlear. Xlear's CEO, Nate Jones has worked tirelessly to share scientific findings from around the world vital to the public's full understanding of issues at hand. The government's reaction to this sharing was startling as they sought to suppress public dialogue on the fast-moving topic of COVID. This silencing of science's voice in defense of the government's one vaccine solution resulted in



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missteps and poor policy, that censorship continues to this day and it is still harming Americans. Millions of lives and trillions of dollars could have been saved if public health agencies had discussed nasal and oral hygiene rather than silence those that were discussing it.

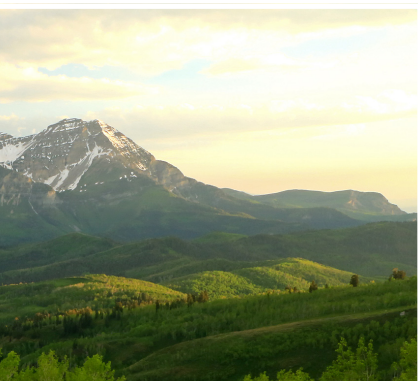
## Product Line Overview

Xlear Nasal Spray: A natural nasal hygiene spray with xylitol, designed to cleanse and moisturize the nasal passages. Xlear Sinus Care also features Xlear Max with aloe and capsicum, Xlear Rescue with herbs and essential oils, Xlear Sinus Rinse, Kid's Xlear, and Xlear 12-Hour. These nasal hygiene products are based on studies showing that xylitol, a simple sugar molecule, blocks the ability of many pathogens like SARS-CoV-2, RSV, H1N1, Strep, Staph and other from being able to adhere to tissue in the airway. Many studies and research has shown that improved nasal hygiene, even with saline alone, could have potentially saved millions of lives and billions of dollars.



**Spry Dental Defense:** Providing easy access to all-day oral care in the most convenient and effective way. Spry products include toothpaste, gum, oral rinse, mouthwash, gum, mints, dry mouth spray and gel. Additional, Spry has a lineup of child-friendly products including toothpaste, mouth rinse, and gels.

Like Xlear products, the Spry product line is made with natural ingredients, with xylitol as foundational. Notably, Spry recently launched a 55-count bag for its Spry Gum, making cleaning your teeth while on-the-go that much easier. This product line was developed to combat the largest, longest lasting pandemic, that is still ongoing. Tooth decay is an infection of the mouth...easily treatable with regular xylitol use.



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## Nate Jones: Founder & CEO

Nate Jones is the visionary founder and CEO of Xlear Inc. With a passion for natural hygiene solutions and a commitment to scientific integrity, Nate has been at the forefront of advocating for the benefits of xylitol in respiratory and oral care. His leadership has propelled Xlear Inc. to become a trusted name in the industry, known for its dedication to quality and efficacy.

### Background

Along with some close friends, Nate founded Xlear, Inc. in 2000. Their mission was to improve people's lives by making Xlear Nasal Spray commercially available and spreading the message of proactive health through improved oral and nasal hygiene practices.

Following the footsteps of his father, physician Dr. Alonzo (Lon) Jones, who created the first-ever saline nasal spray with xylitol, Nate bottled the successful formula to make Xlear Nasal Spray solution accessible to all. In 2001, he launched Spry, the dental defense line dedicated to xylitol-based oral hygiene products for the whole family. Today, Xlear Inc. remains the leader in xylitol-based nasal and oral hygiene products, with products on shelves at major retailers, such as CVS, Walgreens, and Sprouts.

Nathan is committed to helping individuals lead fulfilling lives through proactive health solutions that are natural, pure, and simple. He is continuously committed to stand up to challenges by government actions that aim to censor companies sharing information about natural and non-pharmaceutical health and hygiene solutions. This includes instances where three-letter government agencies make targeted efforts to prevent the public from accessing information about these natural alternatives.

Under Nate's leadership, Xlear Inc. has grown significantly and has been recognized for its innovative approach to respiratory health.

### Advocacy

Nate Jones is not only a successful entrepreneur but also a staunch advocate for the natural products industry. He has been vocal about the challenges faced by the industry, particularly considering recent



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government actions that he believes have unfairly targeted natural product manufacturers. These targeted actions during 2020-21 contributed to the mismanagement and the high cost in dollars and lives of the covid pandemic. In early 2020 studies showed that simply using saline irrigation made covid nearly 100% non-lethal. The government censored this data.

## Current Litigation with the FTC

Xlear Inc. is currently engaged in litigation with the Federal Trade Commission (FTC). The core of this dispute centers around the FTC's allegations that Xlear Inc. made false and misleading claims about its products' efficacy against sars-cov-2.

## Key Points of the Litigation

**FTC Allegations:** The FTC claims that Xlear Inc. made false or misleading health claims about the effectiveness of its nasal spray in preventing and treating COVID-19.

**Xlear's Defense:** Xlear Inc. contends that the FTC's actions constitute government overreach and censorship. The company argues that its products are backed by scientific research and that the information provided to consumers is accurate and beneficial. In Xlear's response to the FTC we shared study after study backing up the claims that were made, these studies were ignored by the FTC.

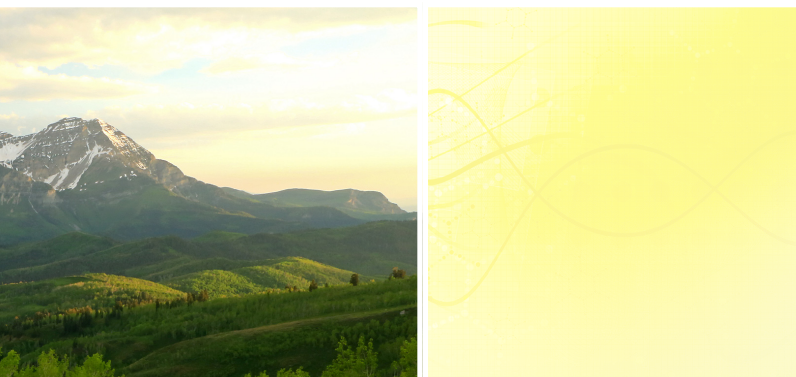
## Broader Implications

This litigation is part of a larger pattern of government actions that many in the natural products industry view as unfair and overly restrictive. The FTC's stringent requirements for health claims are seen as a significant burden, especially compared to the standards applied to pharmaceutical companies.

The Supreme court recently threw out the Chevron deference that has guided how the courts look to government agencies and deferred to their "expertise" when deciding court cases. The covid pandemic has made it extremely clear that the government does not have experts in their agencies. Actions by many of the government agencies during the pandemic made it much worse than it had to have been. The FTC was one of those agencies where bad decision after bad decision cost American lives and money. Xlear's case will be one of the first cases that will help to determine how the courts will be looking at these court cases in a much more even light.

## Government Overreach and the Natural Products Industry

The FTC's actions against Xlear Inc. are indicative of a broader issue of government overreach in the natural and supplement product industry. This section explores the impact of these actions and the need for a balanced regulatory approach.



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# The COVID-19 Pandemic: A Missed Opportunity



During the early stages of the COVID-19 pandemic, there was significant evidence suggesting that simple, natural remedies could play a crucial role in mitigating the spread and impact of the virus. Notably:

**Saline Irrigation:** The CDC had long recommended saline irrigation for respiratory infections, which was found to be effective against COVID-19. Studies have shown that saline irrigation can reduce the duration and severity of respiratory infections, including those caused by coronaviruses.

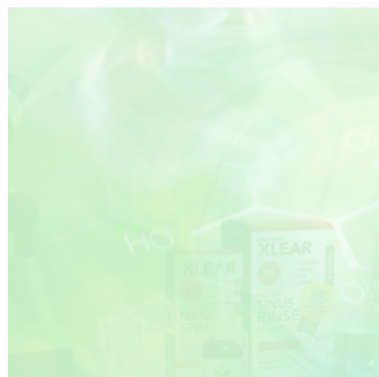
**Xylitol:** Research indicated that xylitol blocks the adhesion of the sars-cov-2, RSV, H1N1, and a wide variety of bacteria, which would make it more difficult for an infection to start. Studies have demonstrated

that xylitol reduces the adhesion of bacteria and viruses to nasal tissues, thus reducing the risk of infection. Large scale studies showed that xylitol nasal sprays when used a few times a day, reduced transmission of covid by nearly 70%. (62% reduction over the saline placebo)

**Iota Carrageenan:** Studies showed that iota carrageenan blocks viral adhesion. Carrageenan-based nasal sprays have been found to reduce viral loads and prevent infection in clinical trials. IC nasal sprays when used regularly reduced covid by over 75%.

**Iodine Nasal Rinses:** Proven to be effective in treating respiratory infections. Iodine has antiviral properties and has been used effectively in nasal rinses to reduce viral load in the nasal passages.

**Oral Hygiene:** Poor oral hygiene was linked to higher severity of COVID-19, a nearly 9x increase in hospitalization and death as compared to those without periodontal disease... emphasizing the importance of maintaining oral health. Research has shown that periodontal disease is associated with increased severity and poorer outcomes in COVID-19 patients.**Xylitol:** Research showed that xylitol effectively blocked adhesion of the virus, which would significantly reduce the rate of infection. Historically studies have demonstrated that xylitol reduces the adhesion of bacteria to nasal tissues, thus reducing the risk of infection, the same logic



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would have applied to viral adhesion.

**Iota Carrageenan:** Studies showed that iota carrageenan blocks viral adhesion. Carrageenan-based nasal sprays have been found to reduce viral loads and prevent infection in clinical trials.

**Iodine Nasal Rinses:** Proven to be effective in treating respiratory infections. Iodine has antiviral properties and has been used effectively in nasal rinses to reduce viral load in the nasal passages.

**Oral Hygiene:** Poor oral hygiene was linked to higher severity of COVID-19. Two papers, one from Israel and one from Canada showed an 8X increase in, emphasizing the importance of maintaining oral health. Research has shown that periodontal disease is associated with increased severity and poorer outcomes in COVID-19 patients.

## Unlawful Censorship by the FTC

The FTC's aggressive stance on natural product claims has led to the censorship of valuable health information. Companies like Xlear, NeilMed, and Navage have been restricted from sharing findings about the benefits of their products, even when supported by scientific evidence. This censorship, under the guise of consumer protection, has had severe consequences:

**Public Health Impact:** Millions of deaths and severe illnesses could potentially have been avoided if

natural hygiene practices and interventions were more widely promoted and accepted.

**Economic Cost:** The pandemic's prolonged impact has led to trillions of dollars in wasted government spending and economic disruption, which might have been mitigated with a more balanced approach to health information.

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## The Importance of Hygiene and Public Health

In the fight against illness, hygiene and sanitation have proven to be more effective in preventing disease than all the pharmaceutical products ever introduced to the market. As an oral and nasal hygiene products company, Xlear Inc. recognizes the critical role that proper hygiene practices play in maintaining public health and preventing the spread of infections.

## The Power of Hygiene in Disease Prevention

Hygiene practices, such as regular handwashing, proper oral care, and nasal hygiene, are foundational to preventing illness. Throughout history, improvements in public sanitation and hygiene have led to significant reductions in infectious diseases.



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## (The Power of Hygiene in Disease... cont.)

**Simple, everyday actions can have a profound impact on public health:**



**Handwashing:** Regular handwashing with soap and water can prevent the spread of many infectious diseases, including respiratory infections.

**Oral Hygiene:** Maintaining good oral hygiene, such as brushing and flossing, can prevent periodontal disease, which has been linked to severe complications from infections like COVID-19.

**Nasal Hygiene:** Using nasal sprays and irrigations can help clear nasal passages of pathogens and reduce the risk of respiratory infections.

### Why Public Health Should Emphasize Hygiene

Public health initiatives should prioritize hygiene practices as a primary means of disease prevention.

The government and health organizations need

to push hygiene practices more aggressively, as these are simple, cost-effective measures that can significantly reduce the burden of disease.

**Cost-Effectiveness:** Hygiene practices are inexpensive compared to pharmaceutical treatments. Promoting these practices can save healthcare costs and reduce the economic burden on individuals and the healthcare system.

**Accessibility:** Hygiene measures are accessible to everyone, regardless of socioeconomic status. Public health campaigns that promote hygiene can reach a wide audience and have a broad impact.

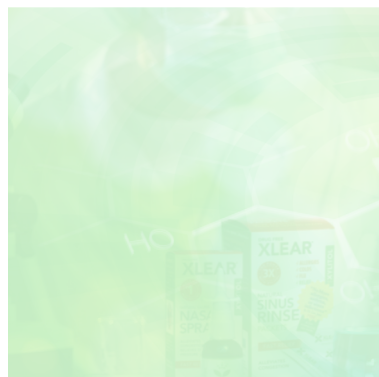
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## The Ongoing Pandemic of Tooth Decay

Tooth decay is often referred to as a “silent epidemic.” For decades, it has been the #1 communicable disease in the United States and much of the world. In 2000, the Surgeon General published a report highlighting the urgent need for improved oral care. Despite this, public health initiatives have largely neglected the promotion of oral hygiene over the past two decades.

### The Impact of Tooth Decay on Systemic Health

Tooth decay is not just a dental issue; it has far reaching implications for overall health. Many systemic health issues originate in the mouth, and



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most pathogens that enter the body do so through the mouth and nose. Neglecting oral hygiene can therefore lead to broader health problems, making it crucial to address this issue comprehensively.

## The Shortcomings of Current Approaches

For years, dental care associations have focused primarily on promoting fluoride as the main defense against tooth decay. While fluoride helps to rebuild enamel, it does not address the underlying bacterial infection that causes decay. This singular approach has proven insufficient, as evidenced by the continued prevalence of tooth decay.

## The Need for Xylitol in Oral Care

Utilizing xylitol to treat bacterial infection in the mouth offers a promising solution. Unlike fluoride, xylitol targets the harmful bacteria that cause tooth decay. Studies have shown that approximately \$25 worth of xylitol chewing gum per child per year can significantly reduce tooth decay by altering the oral microbiome to favor non-cariogenic bacteria. This protective effect can last for years, even decades, after the children stop chewing the gum. It is time for public health agencies to prioritize oral hygiene and incorporate xylitol into their recommendations. This simple, cost-effective measure can have a profound impact on reducing tooth decay and improving overall health.

## A Call for Regulatory Reform

The FTC is currently trying to require companies to conduct two randomized controlled trials (RCTs) for each health claim. This requirement is disproportionately burdensome for the natural products industry and stifles innovation. In contrast, pharmaceutical companies often operate under more lenient standards, creating an uneven playing field.

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## Conclusion

The COVID-19 pandemic has highlighted significant flaws in our regulatory approach to natural and supplement products. The actions of the FTC, have contributed to misinformation, and hindered effective health strategies. It is crucial to reassess and reform these regulatory agencies to ensure that natural products can be part of a comprehensive approach to public health.

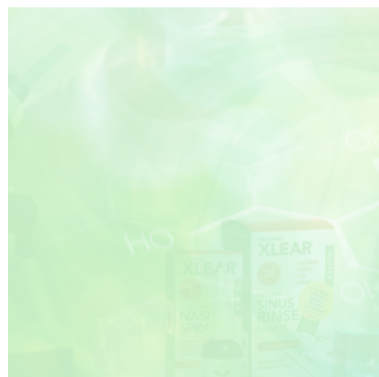
Nate Jones and Xlear Inc. are committed to continuing the fight against unjust censorship and advocating for a fair, balanced regulatory environment. The goal is to empower consumers with accurate information and access to effective, natural health solutions.



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**For further information or to schedule an interview with Nate Jones, please contact:**

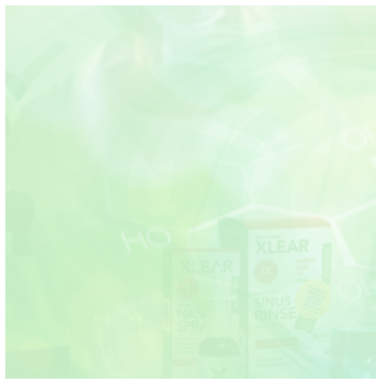
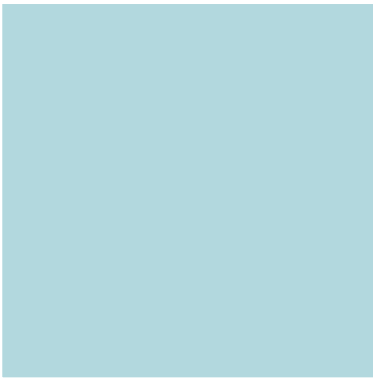
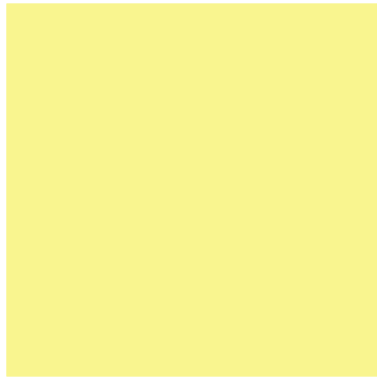
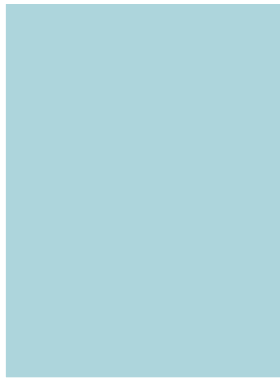
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This press kit provides a detailed overview of Xlear Inc., the challenges faced by the natural products industry, and the critical need for regulatory reform. We hope it serves as a valuable resource for understanding the current landscape and the importance of supporting natural health solutions.



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