

New product is the only true treatment for jellyfish stings

Hundreds of thousands of people in the United States are traumatized by jellyfish stings each year. Until now, there was no reliable treatment to relieve the intense pain of a sting.

J.C. Grayson watched too many family beach outings ruined by a painful jellyfish sting that could not be soothed, so he began searching for a solution that would allow millions of vacationers and beach goers to enter the water without worrying about being stung.

Grayson founded Coastal Solutions, Inc. in Savannah, Ga., and worked with two leading marine biologists to develop and test Jellyfish Squish, the only commercially available product that is scientifically proven to immediately and completely relieve the pain caused by a jellyfish sting.

Grayson created the original patented formula for Jellyfish Squish, and the product was perfected with the help of Peter G. Verity, Ph.D., and Richard F. Lee, Ph.D., from the Skidaway Island Institute of Oceanography near Savannah. The product, which became commercially available in April, has gained the endorsement of the American Life-

guards Association. Both the product and the manufacturing process have undergone extensive testing to comply with United States Food and Drug Administration guidelines.

Jellyfish Squish is a topical anesthetic which counteracts the toxins released by nematocysts left on the skin when a jellyfish tentacle comes into contact with flesh. As proven in tests conducted on beaches in Georgia, Florida and South Carolina, the burning sensation caused by contact with a jellyfish tentacle is completely soothed only minutes after spraying Jellyfish Squish on the affected skin. Additionally, the Jellyfish Squish formula neutralizes all nematocysts deposited on the skin, stopping the flow of toxins and preventing toxins from being released later.

The company has begun distribution in the southeastern United States, and Jellyfish Squish can be purchased online at www.jellyfishsquish.com or found in a variety of grocery stores, pharmacies and other retail outlets which carry the product.

Oceanic conditions are contributing to the proliferation of jellyfish worldwide,



and growing coastal populations and heavier tourist traffic to the beaches means greater exposure and an increased frequency of jellyfish stings.

Coastal Solutions has also developed formulas that relieve the pain and skin irritation associated with stings from fire ants, chiggers (red bugs), bees and other outdoor pests. Call (912) 353-3368 or visit www.jellyfishsquish.com for more information about Jellyfish Squish or any of the other products.

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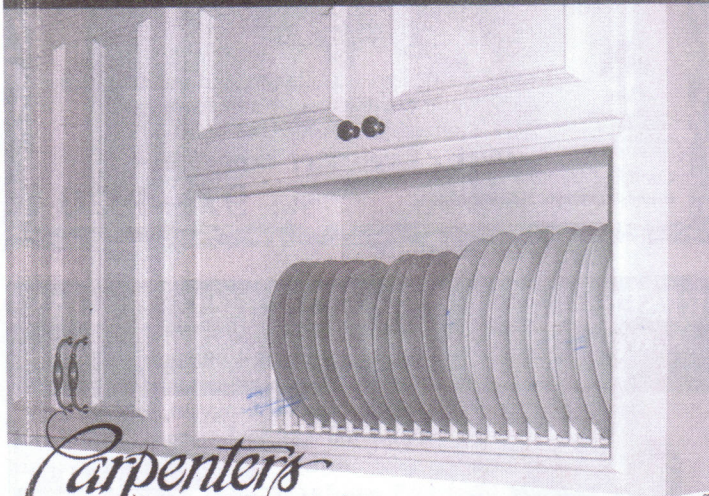
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