Cortotic®



TWIST YOUR VIEW ON OTITIS TREATMENT

Introducing **Cortotic,** a corticosteroid-only treatment for the clinical signs associated with canine otitis externa[1], without an antimicrobial[2]



Cortotic is a revolutionary way to treat the clinical signs associated with otitis externa[1] even where microbial overgrowth is present[2], by addressing the primary factor – inflammation.

Shaping the future of **animal health**

Virbac

VETS HAVE BEEN INSTRUMENTAL IN REDUCING ANTIMICROBIAL USE TO DATE AND STILL HAVE A KEY ROLE TO PLAY



The World Health Organization has declared that antimicrobial resistance is one of the top global public health threats[3].

A coordinated, collaborative approach in the UK has led to a reduction in antibiotic use in food producing animals by 59% between 2014 and 2022, including an 82% reduction in the use of highest priority critically important antibiotics for human medicine[4].

Major efforts have also been made to reduce antibiotic usage in companion animals, BUT, there is always more we can do!

ANTIMICROBIAL USE IN CANINE OTITIS EXTERNA (OE)

OE is traditionally treated **using fixed-combination products**	Corticosteroid	Antibiotic	Antifungal

Guidance

The European Medicines Agency (EMA) has produced guidance on prudent and responsible use of antibiotics for veterinarians by categorising their use in animals:

A	**Not authorised** for use in veterinary medicines, (except under exceptional circumstances in companion animals only)
B	**Restricted use** in animals, as deemed critically important for human medicine (Includes polymyxin B, fluoroquinolones)
C	**Cautious use** in animals (Includes florfenicol, gentamicin)
D	**Prudent use** in animals Should be used as first-line antibiotic choice, where possible



Some otic products contain antibiotics that are classified as critically important to human medicine, and as such, their use should be restricted in animals

PROVEN EFFICACY – CLINICAL FIELD STUDY[5]

Cortotic (HCA corticosteroid-only preparation) led to an equivalent improvement of clinical and cytological scores, in comparison to a fixed-combination product containing a corticosteroid, an antibiotic and an antifungal as active ingredients, for the treatment of clinical signs of acute erythemato-ceruminous otitis externa (ECOE), even when microbial overgrowth is present.

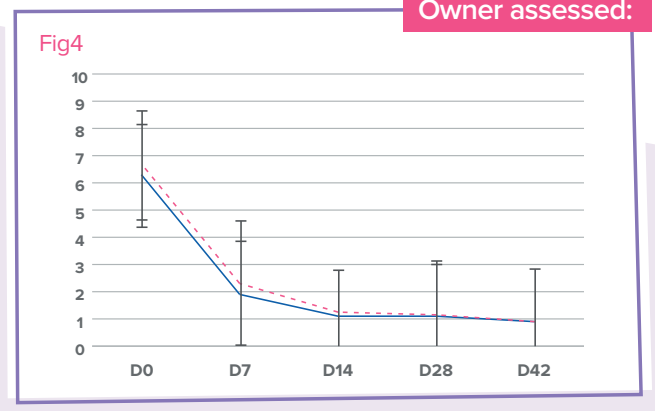
Study design

- **Randomised, single-blinded, multicentric controlled study**
- **201 dogs with erythemato-ceruminous otitis externa (OTIS-3 ≥ 5), showing evidence of microbial (bacteria and/or yeast) overgrowth**
- **Ear cleaning with Epiotic on day 0 (before first treatment)**
- **2 clinical treatment groups**
  - Cortotic once daily for 7-14 days (depending on clinical response)
  - Fixed-combination otic product (miconazole nitrate, polymyxin B, prednisolone) twice daily for 7-14 days (depending on clinical response)
- **Assessments on days 0, 7, and 14, including:**
  - OTIS-3 score (erythema, oedema/swelling, erosion/ulceration, exudate)
  - Bacterial cytological score
  - Yeast cytological score
  - Hearing
  - Ear pain assessments by the investigator
  - Ear pain and pruritus assessments by the owner
  - Subjective overall assessment of response to treatment by investigators and owners
- **Treatment success (OTIS-3 score ≤ 3) confirmed on day 28**
- **Relapse assessment on day 42 (OTIS-3 score > 3)**

Evolution of **pruritus scores** over time (visual analog scale from 0-10)

Owner assessed:

Fig4

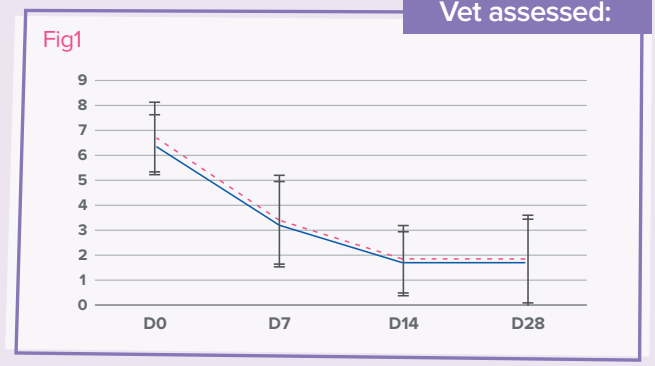


Cortotic Fixed-combination otic product

Evolution of the **OTIS-3 score** over time

Vet assessed:

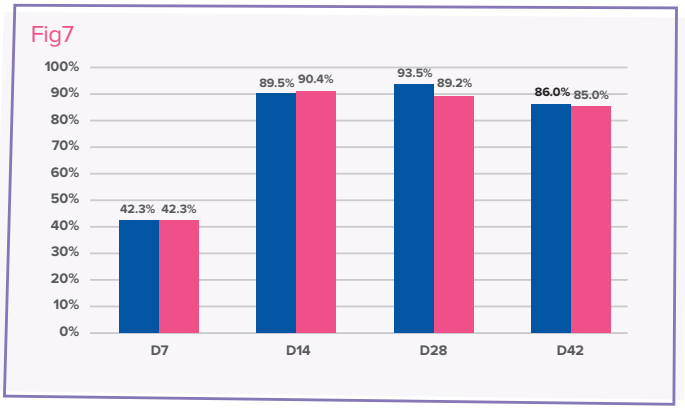
Fig1



Cortotic (n=97) Fixed-combination otic product (n=104)

Response rates (percentage of dogs with an OTIS-3 score ≤3).

Fig7



Cortotic (n=97) Fixed-combination otic product (n=104)

SINGLE POTENT ACTIVE INGREDIENT:

HYDROCORTISONE ACEPONATE (HCA)
=
potent unique diester glucocorticosteroid
=
rapid relief of inflammation

HIGH LOCAL ACTIVITY (WITH REDUCED SYSTEMIC SECONDARY EFFECTS)
Lipophilic nature of HCA diester
=
enhanced penetration into the skin, reservoir effect, with low plasma availability[1,6]

RAPID RELIEF
...from clinical signs, pruritus and pain[5]

REDUCTION OF BACTERIAL AND YEAST OVERGROWTH
...meaning concomitant treatment with an antimicrobial was unnecessary[2], in the field study cases seen in general practice[5]

EASY TO USE

GENTLE EAR SPRAY DEVICE

with atraumatic cannula and fine mist spray for even application

EASY ADMINISTRATION

- Rated 8/10 by dog owners for ease of use, comfort and time to administer[7]
- 97% of dog owners agreed that the pump was easy to use[7]

DOSE CONTROLLED

2 pumps per application, whatever the dog's size, administer **just once per day,** for 7-14 days



A responsible choice

Corticosteroid-only formulation for effective treatment of the clinical signs associated with acute erythroceruminous otitis externa in dogs, **WITHOUT** the use of antimicrobials.

94% OF OWNERS

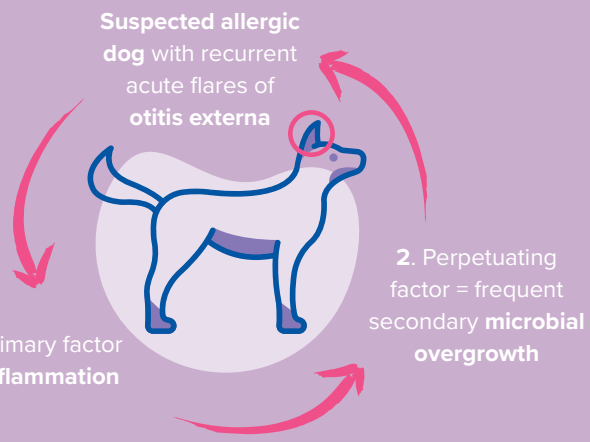
would choose to use Cortotic again[7]

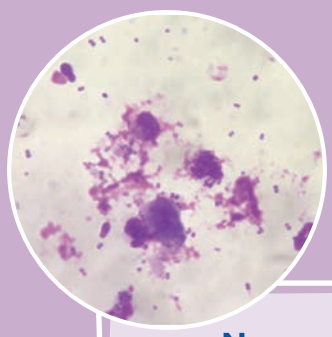


USE CORTOTIC FOR THE TREATMENT OF CLINICAL SIGNS OF OTITIS EXTERNA

- Effectively treat the clinical signs associated with acute erythroceruminous otitis externa[1] (ECOE) **without antimicrobials**[2]
- **Corticosteroid-only** formulation
- Proven to **relieve pain and pruritus**[5]
- Proven to **control microbial overgrowth**[2,5]
- **As effective as a fixed-combination ear product**[5]
- **Easy to use gentle ear spray**[7]

ACUTE ECOE OF ALLERGIC ORIGIN





Direct cytological examination of a sampling from the ear.
Cocci secondary infection with *Staphylococcus intermedius*.
See also few *Malassezia*.
(Diff-Quik stain, x1000). Courtesy of: D. Pin

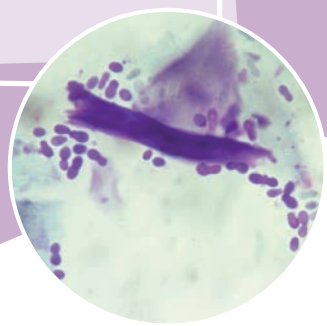
Now, you can effectively treat the clinical signs associated with ECOE by addressing the causative factor, with no antimicrobials...

Prioritise the treatment of inflammation to:

Control the underlying problem and relieve pruritus and pain

Help restore normal flora in the ear

Cortotic, containing only a powerful corticosteroid (HCA), is proven to be sufficient on its own to control secondary microbial overgrowth by targeting inflammation.[2,5]



Direct cytological examination of a sampling from the ear.
Yeast secondary infection with *Malassezia pachydermatis*.
(Diff-Quik stain, x1000).
Courtesy of: D. Pin



THE VIRBAC OTIC RANGE

Cortotic is part of the Virbac otic range, offering high quality and effective products for the majority of cases:



CLEANSE WITH Epiotic®

Cleansing & drying
- Enables the removal of dirt and excessive wax

Gentle & soothing
- Neutral pH for optimal tolerance
- For dogs, cats, kittens and puppies
- Alcohol and fragrance free

Anti-odour
- Neutralises unpleasant smells

S-I-S Technology
- Contains Defensin™ and Glycotechnology™ which reduces microbial adherence and helps to maintain the skin's natural microbial defence

Easy to use & short nozzle
- Available in 2 bottle sizes - 60ml & 125ml



TREAT 2ND LINE WITH EasOtic®

Triple combination of active ingredients
- Contains HCA (steroid), miconazole (anti-fungal) and gentamicin (anti-microbial)

Flexible nozzle & airless bottle
- Gentle, atraumatic, prevents retro-contamination and delivers accurate dosing at any angle, even upside down!

Long acting
- Gentamicin & miconazole are active in the ear for 15 days above MIC90

Potent steroid
- Contains the same steroid as Cortotic, HCA, to reduce inflammation

Easy to dose
- Just one pump in each ear, once a day for 5 days

References:
1. For the treatment of clinical signs associated with acute erythroceruminous otitis externa (Cortotic Summary of Product Characteristics). **2**. A secondary reduction of bacterial and yeast overgrowth was demonstrated and a concomitant treatment with an antimicrobial was unnecessary (Cortotic Summary of Product Characteristics). **3**. World Health Organization. Antimicrobial resistance. 2023. https://www.who.int/newsroom/fact-sheets/detail/antimicrobial-resistance (accessed 9th April 2024). **4.** VMD UK-VARSS Highlights 2022 Antibiotic usage. **5**. Rigaut D, Briantais P, Jasmin P, Bidaud A. Efficacy and safety of a hydrocortisone aceponate-containing ear spray solution in dogs with erythemato-ceruminous otitis externa: A randomised, multicentric, single-blinded, controlled trial. Vet Dermatol. 2024 Apr;35(2):197-206. doi: 10.1111/vde.13224. Epub 2023 Dec 13. PMID: 38093088. **6**. Cortavance Summary of Product Characteristics (SPC). **7**. Pet-owners satisfaction of use questionnaire after the clinical field efficacy study.

Cortotic® 0.584 mg/ml ear spray solution for dogs contains hydrocortisone aceponate. POM-V.
EasOtic contains gentamicin, miconazole and hydrocortisone aceponate. POM-V

Use medicines responsibly. www.noah.co.uk/responsible.

Further information is available on the product SPCs or from Virbac:
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Shaping the future of animal health

Virbac