EpiOtic EasOtic

Clean and treat

with the Virbac **otic range**



Shaping the future of animal health

Virbac

Cleanse
with EpiOtic®





Use EpiOtic® for

- **Routine cleansing - to remove ear wax and debris**
- **Easier examination - cleans away dirt to see more clearly**
- **Maintain ear hygiene - in predisposed breeds or dogs with a history of ear problems**

Maintain ear health using EpiOtic®

Easy to use & short nozzle

- Available in 2 size bottles - 60ml & 125ml

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 Virbac's Defensin™ and Glycotechnology™ which reduces microbial adherence[1, 2] and helps to maintain the skin's natural microbial defence.[3, 4]

Cleansing & drying

- Enables the removal of dirt and excessive wax

Treat
with EasOtic®

95%
owner satisfaction with EasOtic®[5]



Otitis treatment made simple using EasOtic®

Flexible nozzle
Reaches the affected area using a gentle, atraumatic nozzle

Airless bottle
Prevents retro-contamination and delivers accurate dosing at any angle, even upside down!

Easy dosing
Exact 1ml dose in 1 press, once a day for only 5 days

Potent steroid
HCA is fast acting to reduce inflammation with minimal systemic absorption. The same steroid as Cortavance!

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

Formulated for fast, effective treatment

Award winning packaging[6]

The steroid - HCA (Hydrocortisone aceponate)

- Fast action with an excellent safety profile[7]
- Rapid relief of inflammation with minimal systemic absorption[8]
- Metabolised in the epidermis
- Equivalent potency to betamethasone[9]

The antifungal - Miconazole

- A potent antifungal and bactericide against gram-positive organisms
- Minimal resistance[10] and an excellent safety profile[11]

The antimicrobial - Gentamicin

- For first-line use gentamicin is broad spectrum with minimal risk of resistance[12]
- Excellent safety profile that is documented in numerous studies[13]
- Shown not to cause ototoxicity even when instilled directly into the middle ear of dogs[14]
- Activity against a range of gram-positive and gram-negative bacteria including Pseudomonas spp[15, 16]

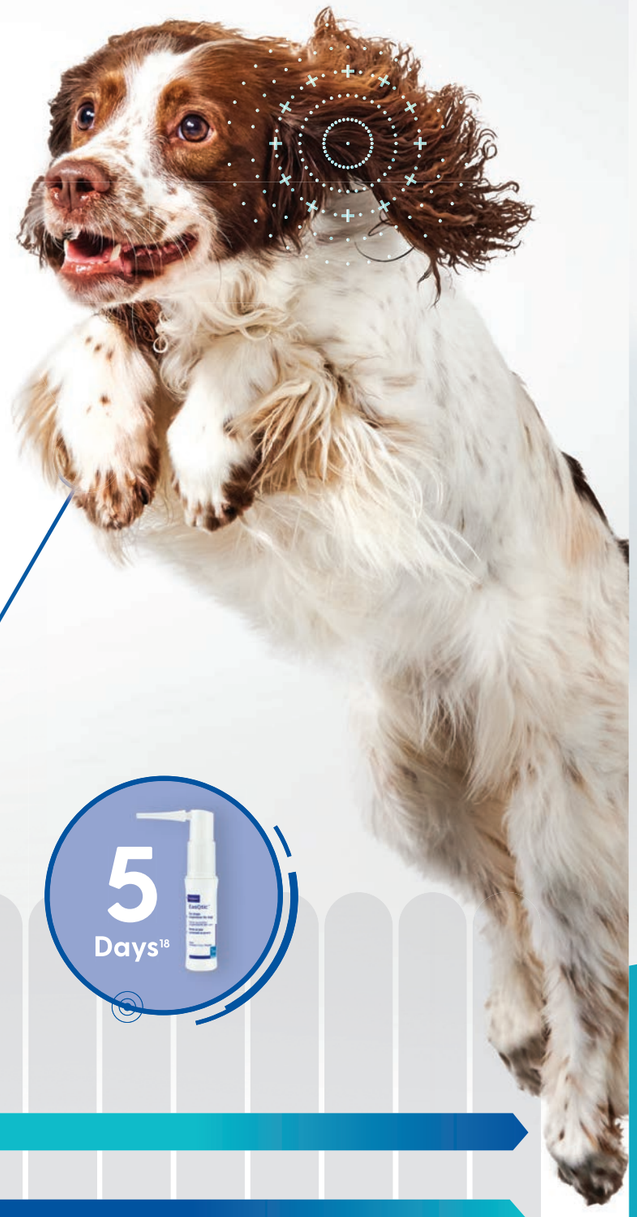
1. Marsella, R., Athrens, K., Vesney R, & Santano, D. (2013). Evaluation of the in vitro effect of plant extracts on the production of antimicrobial peptides and inflammatory markers in canine keratinocytes: a pilot study, Veterinary Dermatology, 24 308 – 309 **2.** Jenssen, H., Hamil, P.A. & Hancock, R.F.W. (2006). Peptide antimicrobial agents, Clinical Microbiology Reviews, 19, 491-511 **3.** McEwan, N.A., Reme, C.A., Gatto, H. & Nuttall, T.J. (2006). Sugar inhibition of adherence by Staphylococcus intermedius to canine corneocytes, Veterinary Dermatology, 17(5), 358 **4.** McEwan, N.A., Kelly, R., Woolley, K., Reme, C.A., Gatto, H. & Nuttall, T.J. (2007). Sugar inhibition of Malassezia pachydermatis to canine corneocytes, Veterinary Dermatology, 18(3), 187-188 **5.** Boda, C., Liege, P. & Reme, C. (2011). Evaluation of owner compliance with topical treatment of acute otitis externa in dogs: a comparative study of two auricular formulations, International Journal of Applied Research in Veterinary Medicine, 19(2), 157-165 **6.** Pharmapack Awards (2009) **7.** Nuttall, T. J., Mueller, R., Bensignor, E., Verde, M., Noli, C., Schmidt, V. & Reme, C. (2009). Efficacy of a 0.0584% hydrocortisone aceponate spray in the management of canine atopic dermatitis: a randomised, double blind, placebo controlled trial, Veterinary Dermatology, 20(3), 191-8 **8.** Schackert, C., Korting, H.C. & Schäfer-Korting, M. (2000). Qualitative and quantitative assessment of the benefit/risk ratio of medium potency topical corticosteroids in vitro and in vivo, BioDrugs, 13(4), 267-277 **9.** Guaguère a. E., Bensignorb,E., D.-N. Carlottic,D.N., Hériprted, D., Pine, D., Prélaudf, P. & Bieberg, T. (2011). Clinical practice guidelines on the best use of topical glucocorticoids in canine dermatology. Pratique médicale et chirurgicale de l'animal de compagnie 46, S1-S20 **10.** Barasch, A. & Griffin, A.V. (2008). Miconazole revisited: new evidence of antifungal efficacy from laboratory and clinical trials, Future Microbiology, 3, 265-269 **11.** Vanden Bossche, H., Engelen, M. & Rochette, F. (2003). Antifungal agents of use in animal health - chemical, biochemical and pharmalogical aspects, Journal of Veterinary Pharmacology and Therapeutics, 26, 5-29 **12.** Lyskova, P., Vydrzalova, M., Mazurova, J. (2007). Identification and Antimicrobial Susceptibility of Bacteria and Yeasts Isolated from Healthy Dogs and Dogs with Otitis Externa. J. Vet. Med. A 54, 559–563 **13.** Hariharan, H., McPhee, L., Heaney, S. & Bryenton J. (1995). Antimicrobial drug susceptibility of clinical isolates of Pseudomonas aeruginosa, Canadian Veterinary Journal, 36, 166-167 **14.** Strain, G.M., Merchant, S.R., Neer, T.M. & Tedford, B.L. (1995). Ototoxicity assessment of a gentamicin sulfate otic preparation in dogs, American Journal of Veterinary Research, 56(4), 532-8 **15.** Schick, A.E., Angus, J.C. & Coyner, K.S. (2007). Variability of laboratory identification and antibiotic susceptibility reporting of Pseudomonas spp. isolates from dogs with chronic otitis externa, Veterinary Dermatology, 18, 120-126. **16.** Seol, B., Naglic, T., Madic, J. & Bedekovic, M. (2002). In vitro antimicrobial susceptibility of 183 Pseudomonas aeruginosa strains isolated from dogs to selected antipseudomonal agents, Journal of Veterinary Medicine, 49(4), 188-192 **17.** Saridomichelakis, M., Farmaki, R., Leontides, L.S. & Koutinas, A.F. (2007). Aetiology of canine otitis externa: a retrospective study of 100 cases, Veterinary Dermatology, 18, 341-347 **18.** X. Rey-Grobellet, D. Rigaut, L. Maynard, C.A. Rème. Persistence Of Antimicrobials In The Ear Canal Of Dogs Treated Once Daily For 5 Days With 1ml Of A Topical Ear Formulation. (2010) Virbac SA, Carros, F-06511 France **19.** Boda, C., Liege, P. & Reme, C. A. (2011). Evaluation of owner compliance with topical treatment of acute otitis externa in dogs: A comparative study of two auricular formulations. Inten J Appl Res Vet Med; 9 (2) pp157–165.

Easy
with just one pump

20%
of dogs are troubled by otitis[17]

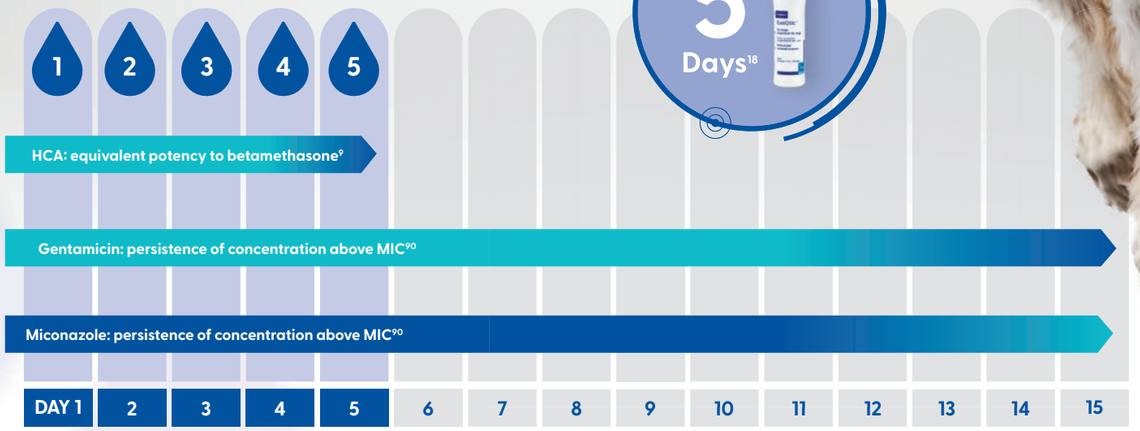
Just one pump in each ear, once a day for 5 days

One bottle provides a full treatment course for any size of dog, with no wastage



> **As a dermatologist working in two busy referral centres, and regularly seeing cases of canine otitis, I have found EasOtic® revolutionary in terms of providing the game-changing combination of a superior delivery method that allows complete owner compliance and a once daily dosing regime with an excellent combination of polypharmacy active ingredients in the form of HCA, gentamicin and miconazole.**
>
> Sarah Warren BVetMed MSc (Clin. Onc.) CertVD MRCVS, Advanced Practitioner in Veterinary Dermatology.

5 Days[18]



Break
the cycle of reinfection

Factors that can cause otitis externa

1 Predisposing
- Ear canal conformation
- Swimming
- Environmental conditions

2 Primary
- Hypersensitivity disease (atopy, food, contact)
- Parasites/Foreign bodies
- Systemic disease

3 Secondary & Perpetuating
- Infection - Bacteria (Gram +ve & -ve) - Yeasts
- Inflammation
- Otitis media
- Incorrect initial treatment and lack of on going maintenance
- Proliferative changes

Relapse
- Original treatment incorrect
- Lack of post treatment maintenance
- Underlying disease undiscovered
- Proliferative changes

Infection & Inflammation

Stop
Otitis Externa in its tracks!

Difficulties & non-compliance
- Pain
- Application orientation
- Dose measurement
- Administration
- Duration of treatment
- Client compliance

Management & treatment
- Cleaning of the ear
- Treatment of underlying conditions
- Surgery may be required

Beat the cycle and improve compliance with...

EasOtic

Don't guess
Consistent dosing every time with each administration

One press
1ml dose

No mess
Effective application at any angle, precise ergonomic nozzle

Less stress
Reduced frequency and duration of treatment (only 5 days), easier for owners and pets

1 bottle
1 treatment course

Increased compliance
Compared to twice daily drops treatment[19]

Shampoo & skin care

Otics

Nutrition

Atopy

Ecto-parasiticides

Anti-inflammatories

Diagnostic tests

Antimicrobials

EpiOtic & EasOtic

are part of the Virbac dermatology range



EasOtic® contains gentamicin, miconazole and hydrocortisone aceponate. UK POM-V ROI POM.

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

Virbac