EasOtic

Using EasOtic®





Shaping the future of animal health

Virbac

About ear disease (Otitis)

Otitis literally means inflammation of the ear and it can affect any breed of dog at any age.

Some dogs have abnormal ears with narrowed ear canals, excessive hair or excessive moisture, providing the perfect environment for bacteria and yeast to multiply which can result in otitis. Dogs who swim regularly can also be at risk as their ears don't tend to fully dry out.

Unlike our ears, dogs have very long ear canals which means that debris may become lodged deep inside the ear and go on to cause irritation and possibly infection. Regular cleaning can help towards removing this debris.

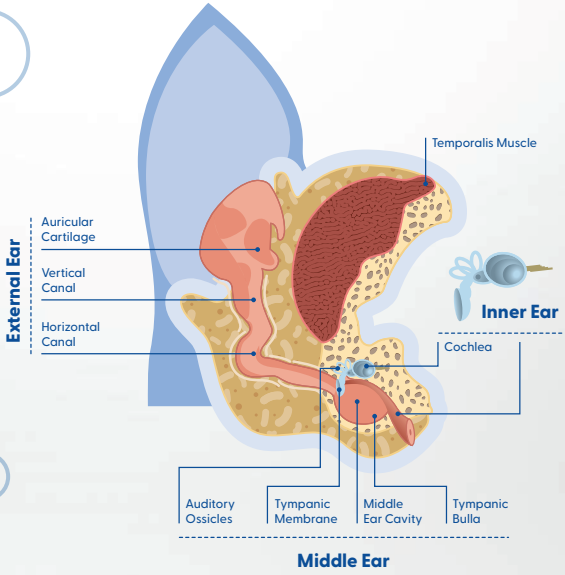


It's not, however, just dogs with abnormal ears who develop ear problems. Dogs with normal ears can develop otitis because of things like allergies or foreign bodies finding their way into the ear, such as grass seeds or parasites, like ear mites!

Lastly, a dog who has had otitis in the past may be more prone to getting the disease throughout its life as there may have been (irreversible) changes to the lining of the ear canal or they may have an underlying problem that can increase their susceptibility to recurrences.

No matter what the underlying cause is, these factors will lead to inflammatory changes to the skin lining of the ear canal which can be very uncomfortable and irritating for your dog. Often, this causes them to scratch their ears, irritating the skin further and possibly introducing more bacteria into the ear canal.

This inflammation narrows the ear canal creating an environment that is warmer and more humid than normal, which again provides the bacteria and yeast with the perfect environment in which to grow.



Using EasOtic®

What is EasOtic® and how can it help?

EasOtic® is a medicated treatment used to treat otitis in dogs. It contains a unique combination of three active ingredients to kill bacteria and yeast overgrowth and reduce inflammation (and therefore pain). This aids healing by reducing irritation so that your dog no longer causes self–trauma.

Before using EasOtic®

You should ensure that you have used an ear cleaner to flush out any dead skin cells, dirt or pus that may be in your dog's ear as this can prohibit the treatment reaching the bacteria and yeast which are causing the infection. Make sure that you choose a cleaner that has a neutral pH7 and one which will clean and remove dead skin cells without irritating the skin further, such as EpiOtic®.

Giving the correct dose

Using EasOtic® means that you do not have to count drops. The award winning packaging[1] is designed especially to measure the dose for you and enables you to apply EasOtic® in one action at any angle (even upside down). Studies have shown that whatever the size of your dog, the 1 ml dose administered with each press of the pump is sufficient to coat the ear canal and is designed to treat acute infections using a 5 day course.

By administering the correct dose at the correct frequency for the correct duration, you stand the best chance of resolving your dog's ear infection. The unique steroid in EasOtic® will reduce inflammation and pain very quickly, so your dog should soon be feeling a lot more comfortable.

How to use EasOtic®

1. Shake the bottle vigorously for a few seconds.
2. Remove the cap from the top of the bottle.
3. Prime the pump before administering the first treatment. To do this, press the pump down as far as it will go twice, when you see the nozzle fill up with the treatment your bottle of EasOtic® will be ready to use. Please note: if your vet has already administered the first treatment you WON'T need to do this.
4. Place the long nozzle into your dog's affected ear and depress the pump fully, just once. This will administer the correct 1ml dose into your dog's ear. (Be aware that ear disease can be very painful so you may need someone to hold your dog for you).
5. Repeat step 4 in the other ear IF both ears are affected or your vet has informed you to do so.
6. Massage the base of the ear gently to distribute the product throughout the ear canal (if the ear is not too painful!). Try to avoid allowing your dog to shake its head for about 30 seconds after administration.
7. Replace the clear cap after administration to prevent accidental discharge of product when not in use.



How long should I use EasOtic®?

EasOtic® is designed to be used for 5 days. The bottle contains 10 doses, sufficient for one course of treatment for both ears of any size dog; however your vet may advise you otherwise. Always follow your vet's recommendations and if you are unsure about any aspect of your dog's treatment at any time, please contact your practice to ask for advice.

What if I miss a dose?

If you miss one dose, just give the dose as soon as you remember and then continue the course of treatment as advised by your vet. It is very important that you complete the full treatment course.

Further information

If you have any further questions about EasOtic® please refer to the full data sheet that can be found in your product box or speak to your vet.

Award winning Packaging[1]

Flexible nozzle

Gentle and flexible for administrating the correct dose into the ear

Easy dosing

1 press, once a day for 5 days

Airless bottle

Allows accurate dosing at any angle, even upside down!



Textured grip

To avoid finger slipping

Pump delivery

Exact 1ml dose in a single press

Bottle shape

To facilitate easy handling and use

References: 1. Pharmapack Awards (2009).

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

Further information is available from the pack leaflet. Advice on the use of this medicine should be sought from your veterinary surgeon.

Prescription decisions are for the person issuing the prescription alone.

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