

**AS THE EAR CARE EXPERT
FOR YOUR PATIENTS**



**IT HELPS TO HAVE TWO
VERY BIG ADVANTAGES.**

ONLY EPI-OTIC[®] *Advanced* Ear Cleanser helps to keep microorganisms from sticking and ears from stinking.

1 OUT OF EVERY 6 DOGS SUFFERS FROM EAR TROUBLES.¹

Inflammation of the outer ear canal, or otitis externa, is **one of the most common reasons why clients take their pets to the veterinarian.**²

TOP 10 ----- • Otitis externa is in the top 10 diagnoses for both dogs and cats.¹

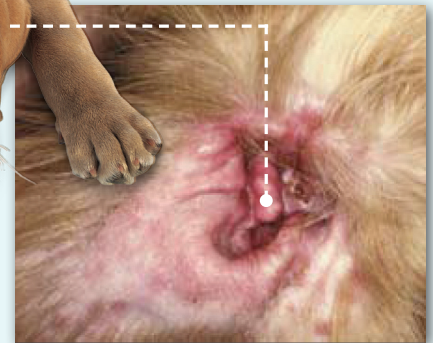
UP 9.4% ----- • Prevalence in dogs has increased 9.4 percent since 2006.¹

UP 34% ----- • Incidence of otitis externa in cats has risen by 34 percent.¹

SOME OF YOUR PATIENTS FACE A HIGHER RISK.

The most common primary causes of otitis externa are allergies,³ such as atopy and food hypersensitivity. Additional causes include:

- Autoimmune diseases
- Skin renewal disorders
- Predisposed breeds



YOUR PATIENTS WITH ALLERGIES NEED SUPPORTIVE CARE.

You can **help to support good ear health in patients** (particularly those with allergies, and other high-risk conditions) by recommending regular use of EPI-OTIC® Advanced Ear Cleanser.

Some purebred canine breeds are at an increased risk for otitis externa.¹

83% of atopic dogs show signs of otitis externa.⁴



Ear disease is present in up to **80%** of dogs and cats with food hypersensitivity.⁵



0 10 20 30 40 50 60 70 80 90 100

EPI-OTIC® ADVANCED EAR CLEANSER IS MADE TO KEEP EARS CLEAN, DRY, AND HEALTHY.

EPI-OTIC® Advanced Ear Cleanser is a neutral pH, non-irritating, antiseptic formula with the proven power of glycotechnology to:

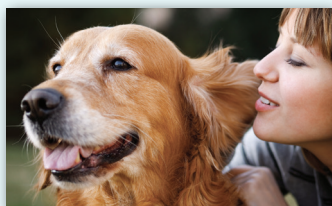
- Inhibit inflammatory mediators up to 75%⁶
- Reduce *Pseudomonas* bacteria adherence by more than 50%^{7,8}



Pseudomonas adherence

A very pleasant breakthrough for that unpleasant ear odor.

EPI-OTIC Advanced Ear Cleanser is formulated with exclusive anti-odor technology, an aldehyde complex that:



- Controls unpleasant ear canal odor
- Provides immediate relief from offensive smells
- Pet owners will notice — 87.5% of users appreciated the pleasant scent⁹

An excellent cleanser for routine ear care.

- Contains 0.2% salicylic acid with a mild citrus aroma
- Emulsifies and removes ear wax
- Eliminates dead cells and debris
- Otodrying effect



Learn more about glycotechnology
and anti-odor technology
at www.virbacvet.com.



THE IDEAL RECOMMENDATION TO HELP PROMOTE HEALTHY EARS.

EPI-OTIC® Advanced Ear Cleanser offers all the advantages to keep ears in the clear.

- **Innovative glycototechnology**
 - ▶ Reduces the ability of microorganisms to bind to the skin¹⁰
 - ▶ Reduces the release of inflammatory mediators¹⁰
- **Anti-odor technology** neutralizes bad ear odors so ears smell better
- **Neutral pH**, gentle enough for frequent use
- **Cleansing action** helps emulsify and remove wax
- **Drying**, discourages a moist environment
- **Keratolytic** formula helps remove dead cells and debris
- **Non-irritating**, well tolerated by sensitive skin

The new **Keep Their Ears in the Clear** brochure from Virbac can help educate your clients about common ear problems and maintaining good ear health.

Provide your clients with a copy and remind them to contact you as soon as possible if they notice any signs of ear problems in their pet.

To order free copies of the brochure, contact your Virbac sales representative.



1. Banfield Pet Hospital. *State of Pet Health Report*. 2011.
2. VPI Pet Insurance.
3. Zur G, Lifshitz B, Bdolah-Abram T. The association between the signalment, common causes of canine otitis externa and pathogens. *J Sm Anim Prac*. 2011;52:254-258.
4. Muse R, Griffin CE, Rosenkrantz WS. The prevalence of otic manifestations and otitis externa in allergic dogs. *Proc Am Acad Vet Dermatol Am Coll Vet Dermatol*. 1996;12:33.
5. Griffin CE. Etiology and pathogenesis of otitis. In: Griffin CE et al, eds. *Otology Medicine and Surgery*. Las Vegas: Western Veterinary Conference; 1998:3.
6. Ibsch C, Bourdeau P, Cadiot P, Gatto H. In vitro assays for keratinocyte activation: modulation by fucose, arabinose and rhamnose. In: *Proceedings 18th ESVD-ECVD Congress*. Copenhagen, Denmark; 2001:155.
7. McEwan NA, Reme CA, Gatto H. Sugar inhibition of adherence by *Pseudomonas* to canine corneocytes. *Vet Dermatol*. 2005;16:204-205.
8. McEwan NA, Reme CA, Gatto H, Nuttall TJ. Monosaccharide inhibition of adherence by *Pseudomonas aeruginosa* to canine corneocytes. *Vet Dermatol*. 2008;19:221-225.
9. Reme CA, Pin D, Collinot C, Cadiergues MC, Joyce JA, Fontaine J. The efficacy of an antiseptic and microbial anti-adhesive ear cleanser in dogs with otitis externa. *Vet Ther*. 2006;7:15-26.
10. Data on file, Virbac Corporation.

www.virbacvet.com

SINCE 1908
PENN
Veterinary Supply, Inc.
Phone: 800.233.0210
www.pennvet.com

