



Keep ears clean, dry, and smelling fresh

With **EPI-OTIC[®] Advanced**
Ear Cleanser



Shaping the future
of animal health

Virbac

One out of every seven dogs suffers from ear problems^{1,2}

A closer look at otitis externa

Otitis externa causes significant discomfort in dogs and cats¹

Inflammation of the outer ear canal, or otitis externa, is one of the most common reasons for veterinary visits.³

TOP 10

OTITIS EXTERNA DIAGNOSES FOR BOTH DOGS AND CATS¹

12.9%

of dogs are affected¹

6.6%

of cats are affected¹

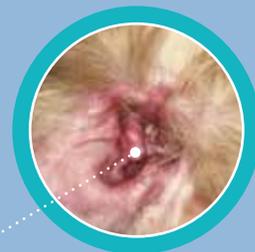
30.1%

increase in prevalence in cats (since 2006)¹

Some of your patients face a higher risk

The most common primary risk factors of otitis externa are allergies such as atopic dermatitis and food hypersensitivity.² Additional risk factors:

- Autoimmune diseases
- Skin renewal disorders
- Breed-related risk factors



Certain canine breeds are at an increased risk for otitis externa.^{1,2}



YOUR PATIENTS WITH ALLERGIES NEED SUPPORTIVE CARE



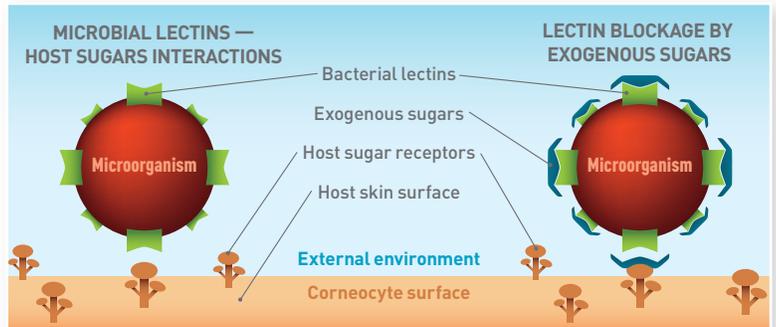
You can help support good ear health in patients (particularly those with allergies and other high-risk conditions) by recommending regular use of EPI-OTIC[®] Advanced Ear Cleanser. Its neutral pH is gentle on sensitive ears.

EPI-OTIC[®] Advanced Ear Cleanser helps support good ear health

A neutral-pH, non-irritating formula with the proven power of glycotecchnology

- Limits *Pseudomonas* bacteria adherence by more than 50%⁴
- Limits *Malassezia* adherence to the ear mucosa⁵

Glycotecchnology limits microbe adherence to skin



Gentle yet powerful cleanser for routine ear care

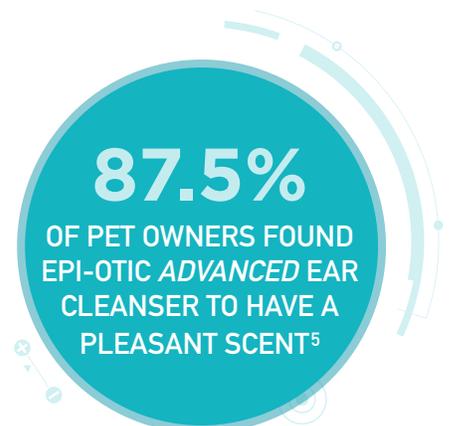
- Contains 0.2% salicylic acid, 0.1% chloroxylenol, 0.5% EDTA, and DSS
- Facilitates the removal of cellular debris and excessive wax
- Provides a drying effect
- Neutral pH and non-irritating formula
- Delivers the same power as more acidic cleaners, without stinging ears⁶



Formulated to keep ears smelling fresh

- Leaves ears with a mild citrus aroma
- Neutralizes nearly all offensive smells

LEARN MORE ABOUT HOW AND WHY TO CLEAN EARS AT US.VIRBAC.COM/EPI-OTIC-ADVANCED-EAR-CLEANSER



Support good ear health in patients with EPI-OTIC® Advanced Ear Cleanser

For the routine cleansing of ears in dogs and cats

- Cleans gently and powerfully with neutral-pH, non-irritating formula
- Limits the bonding of microorganisms to the skin surface
- Facilitates the removal of cellular debris and excessive wax
- Provides a drying effect
- Recommended for routine cleansing of ears in dogs and cats or prior to the application of ear preparations
- Keeps ears smelling fresh



TO ORDER, CONTACT YOUR DISTRIBUTOR
OR VIRBAC REPRESENTATIVE, OR CALL
1-844-4-VIRBAC (1-844-484-7222).
VISIT US.VIRBAC.COM TO LEARN MORE.



References: 1. State of Pet Health 2016 Report. Banfield Pet Hospital website. <https://www.banfield.com/banfield/media/PDF/downloads/soph/banfield-state-of-pet-health-report-2016.pdf>. Accessed December 4, 2018. 2. 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. 3. Top 10 reasons pets visit vets. Veterinary Pet Insurance website. <https://www.petinsurance.com/healthzone/pet-articles/pet-health/Top-10-Reasons-Pets-Visit-Vets.aspx>. Accessed November 19, 2018. 4. McEwan NA, Reme CA, Gatto H, Nuttall TJ. Monosaccharide inhibition of adherence by *Pseudomonas aeruginosa* to canine corneocytes. *Vet Dermatol.* 2008;19:221-225. 5. 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. 6. Mason CL, Steen SI, Paterson S, Cripps PJ. Study to assess in vitro antimicrobial activity of nine ear cleaners against 50 *Malassezia pachydermatis* isolates. *Vet Dermatol.* 2013;24:362-366.

Shaping the future
of animal health

Virbac