Keep ears clean, dry, and smelling fresh

With EPI-OTIC® Advanced Ear Cleanser
A closer look at otitis externa

Otitis externa causes significant discomfort in dogs and cats

Inflammation of the outer ear canal, or otitis externa, is one of the most common reasons for veterinary visits.1

Otitis externa diagnoses for both dogs and cats

- 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

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 glycotechnology**

- Limits *Pseudomonas* bacteria adherence by more than 50%[^4]
- Limits *Malassezia* adherence to the ear mucosa[^5]

![Glycotechnology limits microbe adherence to skin](image)

**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 ears[^6]

**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](http://US.VIRBAC.COM/EPI-OTIC-ADVANCED-EAR-CLEANSER)

[^4]: 87.5% of pet owners found EPI-OTIC advanced ear cleanser to have a pleasant scent[^5]
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

References: