**Award winning design for easy application**

**easOtic**

1 Bottle = 1 treatment course
1 Press = 1ml treatment dose

**easOtic delivers 1ml per press every time.**

Is 1ml appropriate for all dogs? Yes!

- 1ml achieves sufficient coverage of the target area (ear canal lining) whatever the dog breed. ¹,³
- It takes 0.5ml – 1ml of medication to get down to the tympanic membrane in medium / large sized dogs. ¹

**Not all products are the same!**

“**Dosing with conventional products is very imprecise and easOtic uniquely delivers an appropriate dose every time.**” Dr T Nuttall BSc BVSc PhD CertVD CBiol MI Biol MRCVS, University of Liverpool

<table>
<thead>
<tr>
<th>Product</th>
<th>Vol / drop or press (SPC)</th>
<th>Label dose</th>
<th>Total volume administered</th>
<th>Administration frequency/ day</th>
<th>Duration of administration</th>
</tr>
</thead>
<tbody>
<tr>
<td>easOtic</td>
<td>1 ml</td>
<td>1 ml</td>
<td>1 ml</td>
<td>1</td>
<td>5 days</td>
</tr>
<tr>
<td>Product A</td>
<td>0.024 ml</td>
<td>10 drops</td>
<td>0.24 ml</td>
<td>1</td>
<td>7 days</td>
</tr>
<tr>
<td>Product B</td>
<td>0.025 ml</td>
<td>4 - 8 drops</td>
<td>0.1 - 0.2 ml</td>
<td>2</td>
<td>7 days</td>
</tr>
<tr>
<td>Product C</td>
<td>?</td>
<td>5 - 10 drops</td>
<td>?</td>
<td>2</td>
<td>7 - 21 days</td>
</tr>
<tr>
<td>Product D</td>
<td>0.0255 ml</td>
<td>10 drops</td>
<td>0.255 ml</td>
<td>2</td>
<td>7 - 14 days</td>
</tr>
</tbody>
</table>

It takes around 40 drops of other products to make a 1ml volume.
### References


---

**easOtic Innovative Award Winning Packaging**

<table>
<thead>
<tr>
<th>Features</th>
<th>Advantages</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1ml pump delivery system</td>
<td>Consistent dosing.</td>
<td>Correct dosage administered.</td>
</tr>
<tr>
<td>Flexibleatraumatic nozzle</td>
<td>Reduce potential for pain during administration.</td>
<td>Sufficient volume to coat ear canal.</td>
</tr>
<tr>
<td>Airless pouch</td>
<td>Apply the product whatever the position of the dog. No retro-contamination.</td>
<td>Offers an easy to use ear product to maximise compliance for all customers.</td>
</tr>
<tr>
<td>Ergonomic bottle</td>
<td>Easy to handle and use.</td>
<td>Better product administration.</td>
</tr>
</tbody>
</table>

**easOtic Treatment Regime**

- **One press (1ml)/ ear /day for 5 days**
  - Shortest, licensed, effective treatment duration available.
  - Better compliance with treatment.
  - Reduces inconvenience for clients and reduces the risk of forgetting to treat.

**easOtic Formulation - Triple Action Ingredients**

- **HCA**
  - **High potency topical steroid**
  - Specific metabolism in the skin, very high safety profile. Safer than Betamethasone.

- **Gentamicin**
  - **First choice antimicrobial ear therapy**
  - Wide spectrum of activity against gram negative bacilli and gram positive cocci.

- **Miconazole**
  - **Proven antifungal agent**
  - Highly effective against *Malassezia pachydermatis*.

---

**Features Advantages Benefits**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Effect</th>
<th>Veterinary</th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>1ml pump delivery system</td>
<td>Consistent dosing.</td>
<td>Correct dosage administered.</td>
<td>Ease of use, no worry about administering the correct dose.</td>
</tr>
<tr>
<td>Flexibleatraumatic nozzle</td>
<td>Reduce potential for pain during administration.</td>
<td>Sufficient volume to coat ear canal.</td>
<td>Less anxiety for the pet owner and less stress for the pet.</td>
</tr>
<tr>
<td>Airless pouch</td>
<td>Apply the product whatever the position of the dog. No retro-contamination.</td>
<td>Offers an easy to use ear product to maximise compliance for all customers.</td>
<td></td>
</tr>
<tr>
<td>Ergonomic bottle</td>
<td>Easy to handle and use.</td>
<td>Better product administration.</td>
<td></td>
</tr>
</tbody>
</table>

**easOtic**

**Features**

- 1ml pump delivery system
- Flexible atraumatic nozzle
- Airless pouch
- Ergonomic bottle

**Advantages**

- Consistent dosing.
- Reduce potential for pain during administration.
- Apply the product whatever the position of the dog.
- Easy to handle and use.

**Benefits**

- Correct dosage administered.
- Sufficient volume to coat ear canal.
- Offers an easy to use ear product to maximise compliance for all customers.

---

**References**

Don’t guess! One Press, No Mess, Less Stress.

One Press Once-a-day for five days.

Designed for convenience, because life’s too short to count drops.
Treating otitis externa has never been so easy!

**Predisposing:**
- Ear canal conformation
- Swimming
- Environmental conditions

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

**Perpetuating:**
- Infection
  - Bacteria (Gram +ve & -ve)
  - Yeasts
- Inflammation
- Otitis media
  - Incorrect initial treatment and lack of ongoing maintenance
  - Proliferative changes

**Difficulties & Non-compliance:**
- Pain
- Orientation
- Dose measurement
- Administration
- Duration of Treatment
- Client compliance

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

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

**Cycle of Reinfection:**
- INFECTION
- INFLAMMATION
- RELAPSE
- CYCLE OF REINFECTION

**break the cycle and simplify the treatment.**

**easOtic provides fast and effective relief.**

**Active Ingredients**
- HCA
- Gentamicin
- Miconazole

**Don't Guess =** consistent dosing every time with each administration

**One Press =** 1 ml dose

**No Mess =** effective application at any angle, precise ergonomic nozzle

**Less Stress =** reduced frequency and duration of treatment, easier for owners and pets

**1 Bottle =** 1 treatment course

**Increased compliance compared to twice daily drops treatment**

*European field trial.*

Better compliance, assured dosage.
Formulated for fast effective treatment.

Highly effective against inflammation, bacteria and yeast

Unique, potent anti-inflammatory agent HCA.

- Potency comparable to that of dexamethasone.
- Excellent safety profile. 19
- Specific metabolism in the skin. 15
- Principle component of Cortavance®.

Gentamicin sulphate as an agent of choice for mixed infections.

- Safety documented in numerous studies. No vestibulotoxic or ototoxic effects. 13
- Well-established 9 and considered as a first-choice antimicrobial. 17
- Continuing low resistance and effectiveness against Pseudomonas. 6, 7, 11, 12
- Activity against a wide range of gram-positive and gram-negative aerobic bacteria.

Miconazole nitrate.

- Broad spectrum antifungal and bactericide against gram positive organisms.
- Low-level resistance 2 and convincing safety profile. 14

The special composition ensures excellent adherence in the ear canal.

Clinical Efficacy Trial

A 5-day course with easOtic is comparable to a 7-day course with other brands

1ml of easOtic per day for 5 days had lower clinical score measurements for pruritus, pain, excoriation, erythema, exudate, stenosis and suppuration, than Product A (10 drops per day for 7 days) and was comparable at follow up on day 14.
Controls *Malassezia* within 15 minutes.

Complete antifungal activity was recorded within 15 minutes of incubation only with easOtic®.

**European field trial**

**Offers x 10 better compliance with superior antimicrobial efficacy**

<table>
<thead>
<tr>
<th>easOtic®</th>
<th>Product B: Betamethasone valerate, Gentamicin, Clotrimazole</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusion criteria</td>
<td>Bacterial and/or fungal otitis externa</td>
</tr>
<tr>
<td>Treatment groups</td>
<td>88 dogs</td>
</tr>
<tr>
<td>Dose regime (SPC)</td>
<td>1ml / ear / day for 5 days, for all size dogs</td>
</tr>
<tr>
<td>Protocol</td>
<td>5 clinical examinations were performed over a 49 day period. On days 0, 14 &amp; 49 samples were submitted for culture and sensitivity tests.</td>
</tr>
<tr>
<td>Scoring</td>
<td>Eight clinical parameters were scored according to severity.</td>
</tr>
<tr>
<td>Results</td>
<td>No significant difference between treatments in all clinical parameters measured</td>
</tr>
</tbody>
</table>

A significantly* higher number of dogs showed microbial score improvement with easOtic than Product B

| Number excluded due to non compliance | n = 1 (~1% of dogs) | n = 10 (~11% of dogs) |

*(P=0.0295)*