

Have you heard?

There's an easier way to treat otitis externa.

Just
one
dose.



Convenience & compliance in one dose – administered by you.



Anti-bacterial
(Florfenicol)



Anti-inflammatory
(Mometasone furoate)



Anti-fungal
(Terbinafine hydrochloride)

NEPTRA[®]



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Elanco[™]

Removing the problem of owner compliance when treating canine otitis externa

The successful treatment of canine otitis externa has traditionally relied on good owner compliance, requiring multi-dose administration of medication at home.

A recent survey revealed however that most dog owners thought administering an ear medication twice daily for up to 14 days at home would be difficult or even impossible.¹

Even when the proposed treatment frequency was reduced to two doses in 7 days, 40% still felt this would be difficult or impossible to do.^{1,2}

The practicalities and emotion of compliance

Even when owners fully intend to follow vet advice, practical and emotional factors can lead to non-compliance over the course of treatment. The longer the course of home treatment required, the more difficulties owners seem to face in staying compliant.¹

For example, the volume of medication that is administered per dose is important for clinical efficacy.³ Accurate dosing can be difficult to achieve with multi-dose products.³ A study has shown that **up to 80% of owners give the incorrect dose when administering ear products to their dog.**⁴

Administering ear medications at home and accurate dosing is made even harder when dogs are made 'ear shy' or become stressed during treatments. This is often further exacerbated by repeated doses over the full course of treatment. The obvious distress of their pet can cause feelings of guilt for owners. For some, this may be enough to cease treatment.

86% of owners indicated that reducing stress for their dog was a priority when treating ear infections.¹

“Clinical experience suggests that compliance is a major factor in treatment failures and recurrence of otitis.”

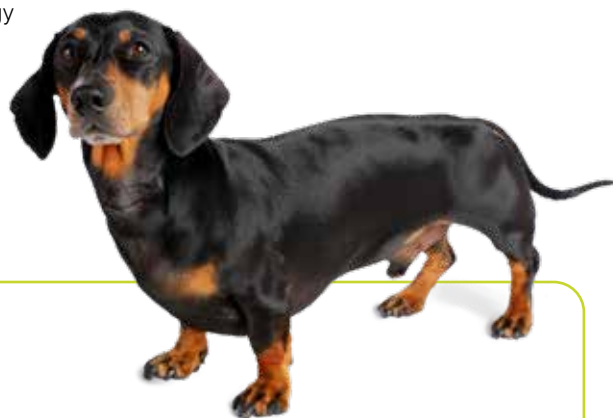
Dr Kenneth Kwochka,
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President, World Association
For Veterinary Dermatology

What's their preference?

Considering owner preferences can be powerful in improving compliance.³ **72% of dog owners would prefer a single dose treatment administered by the vet** if their dog was diagnosed with otitis externa.¹ This includes those that were not concerned about administering ear treatment at home, demonstrating that just because owners think they can, it does not mean they want to.

Neptra® – treating otitis externa just got easier

Neptra is an **effective new option for the treatment of acute otitis externa in dogs** and the first otic solution to be **administered in one single dose, by the vet.** Provided as a 1 mL pre-measured dose, suitable for all breeds and sizes, Neptra offers complete control over compliance in the treatment of otitis externa.



Neptra®: a new treatment option for otitis externa that ensures owner compliance

Effective:

- Neptra is indicated for the treatment of otitis externa in dogs associated with mixed infections of susceptible strains of bacteria (*Staphylococcus pseudintermedius*, *Streptococcus canis*) and yeast (*Malassezia pachydermatis*), which are common pathogens associated with otitis externa.⁵ It contains the broad-spectrum antibiotic florfenicol and the anti-fungal terbinafine.
- Florfenicol is an appropriate first-line antibiotic for the topical treatment of otitis externa.⁶

- Neptra has a potent anti-inflammatory and anti-pruritic effect, with the inclusion of the 'soft' but potent glucocorticoid mometasone furoate,⁵ providing rapid and welcome relief to the discomfort of otitis externa.

Straightforward:

- Neptra's single dose is administered by the vet, meaning that any uncertainty around owner compliance when treating otitis externa, is eliminated.

References: 1. Dog Owner Compliance Evaluation, June 2019, n=2000 dog owners from FR/IT/ES/DE/NL/BE/UK/AU. 2. Angus J C: Otic cytology in health and disease. *Vet Clinics of North America. Small Animal*; 2004, 34, 411-424. 3. Tim Nuttall. Successful management of otitis externa. *In Practice*, May 2016. Volume 38, Issue Suppl. 4. Boda F, *et al.* Evaluation of owner compliance with topical treatment of acute otitis externa in dogs: A comparative study of two auricular formulations. *Intern J Appl Res Vet Med*, Vol 9, No 2, 2011. 5. Blake JD, Keil DDP, Kwochka KD, Palma KP, Schofield JD. Evaluation of a single-administration ototopical treatment for canine otitis externa: a randomised trial. *Veterinary Record Open*. 2017; 4:e000219. 6. Sue Paterson, 2018. The use of antibiotics and antimycotics in otitis. *UK Vet Companion Animal*, (23), 11, 608-613.