



Osurnia®

(florfenicol, terbinafine, betamethasone acetate)

We are here for the ears.

Feature #1:	Feature #2:	Feature #3:	Feature #4:
Applied By You	45-Day Continual Treatment	Flexible Tip	2 dose treatment process
Benefit #1:	Benefit #2:	Benefit #3:	Benefit #3:
Each dose is administered by your team with no need to clean the affected ears throughout the course of treatment (45 days), offering improved compliance and no homework for clients. Dosing is always accurate with the premeasured, single-dose tube for any size patient without the need to count drops.	The patented alcohol-free formulation is uniquely designed to increase contact time at the infection site for long-lasting efficacy.	The soft applicator tip is ideal for thorough administration deep into the ear canal and more comfortable for patients in pain.	The second dose is applied in clinic, allowing you or your team to recheck the ear to ensure treatment is progressing as expected. Charge for both exams at the beginning of the treatment process to help ensure compliance with the second visit.

Important Safety Information

As with all drugs, side effects may occur. In field studies and post-approval experience the most common side effects reported were vomiting, increased liver enzymes and loss of hearing. Other signs reported were ear discharge, ear irritation and pain, vomiting, head shaking, head tilt, ataxia, vocalization, corneal ulcer, keratoconjunctivitis sicca, nystagmus, tympanic rupture, and facial paralysis.

Osurnia® should be administered by a veterinary professional. Do not use in dogs with known tympanic perforation or a hypersensitivity to florfenicol, terbinafine or corticosteroids. **Osurnia may cause eye injury and irritation. Wear eye protection when administering Osurnia and restrain the dog** to minimize post-application head shaking. **Do not use in cats.** Refer to the prescribing information for complete details or visit www.dechra-us.com.

sound
byte

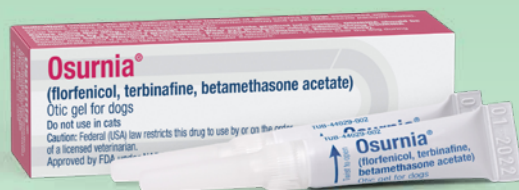

Dechra
Veterinary Products

Osurnia® (florfenicol, terbinafine, betamethasone acetate) brings the owner back to your clinic.

Successful management of otitis externa (OE) can often involve long-term, or even lifelong, treatment depending on the underlying cause. This care requires a high level of owner commitment and a good relationship between you and your patient's owner. Canine OE treatment is only successful when you're confident your treatment is working. That's why the follow-up appointment is so important.

The benefits of the second dose are twofold.

1. It provides you with an opportunity to recheck the dog mid-treatment to ensure it's responding as planned.
2. It also brings the owner back to the clinic to help build trust and strengthen the relationship while uncovering any necessary next steps to address OE and its underlying cause.



866-933-2472 • support@dechra.com, www.dechra-us.com

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sound byte

CHECK-OFF &
ECHO NOTES

State the issue

Ms. Jones, my exam revealed that Spot has an ear infection in both ears again. I understand you have had issues in the past delivering the ear medications we have previously prescribed.

State the Solution

Osurnia® (florfenicol, terbinafine, betamethasone acetate) treats otitis externa for 45 days with a two dose treatment process.

Make Your Recommendation

I want to prescribe a two-dose treatment that you won't have to deliver at home. You will pay for both doses today and bring Spot back in 7 days for a quick recheck and one of our team members will provide the second treatment. You won't have to clean the ears for 45 days either.

Ms. Jones, I believe Osurnia will provide an important tool for managing otitis externa for Spot. With the quick recheck visit, we can ensure the treatment is progressing as expected and you don't have to do anything at home. Do you have any questions?