

easOtic®

(hydrocortisone aceponate, miconazole nitrate, gentamicin sulfate)

Otic Suspension For Dogs



Take 5

CUSTOMER EXPERIENCE

program

Pet owners find ear infections in their dog emotionally draining and frustrating.

Pet owners reported rapid relief and sustained resolution of signs, along with high levels of satisfaction.

"MY DOG HAS A BAD EAR INFECTION. AND IT LITERALLY MAKES ME WANNA CRY SEEING HIM SO MISERABLE AND SAD."¹

— Owner of dog with otitis externa

Satisfaction guaranteed with just 1 pump a day for 5 days.

93% OF PET OWNERS found treatment easy to use.

90% OF PET OWNERS were satisfied with the results of treatment.

88% OF VETERINARIANS were satisfied with the results of treatment.

BY TREATMENT DAY 2, IMPROVEMENT WAS OBSERVED

in shaking their head, scratching ears, ear redness, rubbing their head and ears, and ear discharge.¹

BY TREATMENT DAY 5, 98% OF PET OWNERS DESCRIBED EAR DISCHARGE AS ABSENT OR RARE.

≥85% OF PET OWNERS reported only RARE occurrences of their dog shaking their head, scratching ears, ear redness, rubbing their head and ears, or presence of ear discharge.¹

ON DAY 14 (9 DAYS AFTER THE FINAL TREATMENT),

further improvement in the majority of signs was observed.¹



**sound
byte**

Important Safety Information EASOTIC® (hydrocortisone aceponate, miconazole nitrate, gentamicin sulfate) Otic Suspension for Dogs: For otic (ear) use in dogs only. Humans with known or suspected hypersensitivity to hydrocortisone, aminoglycoside antibiotics, or azole antifungals should not handle this product. Contraindicated in dogs with known or suspected hypersensitivity to corticosteroids, imidazole antifungals, or aminoglycoside antibiotics. Do not use in dogs with known tympanic membrane (ear drum) perforation. The safe use of EASOTIC Otic Suspension in dogs used for breeding purposes has not been evaluated. Do not administer orally. For full prescribing information, contact Virbac at 1-800-338-3659 or visit vet-us.virbac.com.

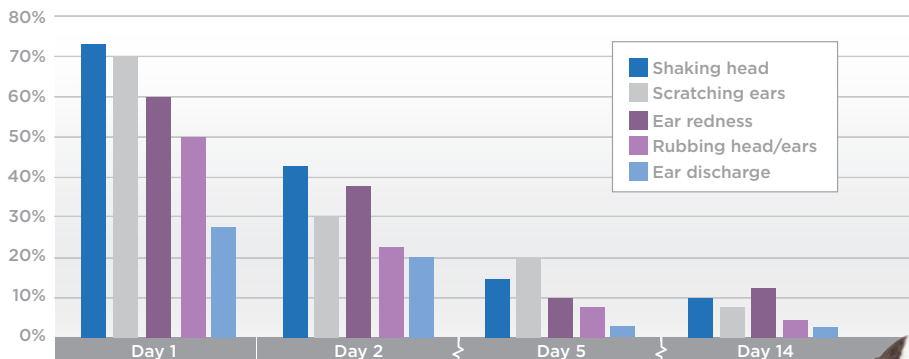
About the Take 5 customer experience program

- EASOTIC® (hydrocortisone aceponate, miconazole nitrate, gentamicin sulfate) Otic Suspension for Dogs was administered for 5 days in dogs with otitis externa
- Pet owners were surveyed on Days 1, 2, 5, and 14; veterinarians were surveyed on Day 1 and at the recheck appointment between Days 14 and 28
- Pet owners and veterinarians evaluated clinical signs and overall satisfaction with treatment results. Pet owners also evaluated ease of product use; veterinarians evaluated the organisms observed
- A total of 40 pet owners and 66 veterinarians completed evaluations

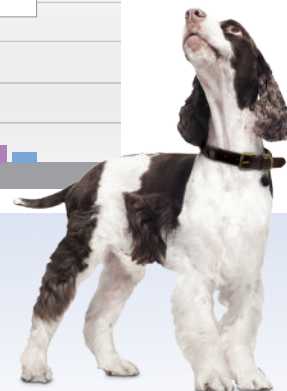
easOtic®

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miconazole nitrate, gentamicin sulfate)
Otic Suspension For Dogs

Percent of pet owners observing signs
(n=40)



For all clinical signs, pet owners reported sustained results at Day 14¹



sound byte

CHECK-OFF &
ECHO NOTES

Qualify: “Are you familiar with EASOTIC Otic Suspension for Dogs?”

If **yes**, make recommendation if appropriate

If **no**, discuss benefits to pet, as well as pet owner satisfaction rates

Reflect Study Insights

You know the patient's ear infection is emotionally draining and frustrating for your client:

- The client likely feels a sense of urgency, thinks the recommended therapy takes too long to relieve discomfort and finds it difficult to administer correctly
- Recurrent ear infections are especially discouraging for pet owners

Fast, Effective Relief

EASOTIC Otic Suspension is proven to:

- Have easy administration
- Provide significant relief of otitis externa signs as early as 24 hours after the first dose
- Produce further improvement in the majority of clinical signs at Day 14

Reference: 1 Data on file, Virbac Corporation.

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Shaping the future
of animal health



(hydrocortisone aceponate, miconazole nitrate, gentamicin sulfate)
Otic Suspension for Dogs
Anti-inflammatory, antifungal, and antibacterial

Rx

For Otic Use in Dogs Only

CAUTION

Federal law restricts this drug to use by or on the order of a licensed veterinarian.

DESCRIPTION

EASOTIC® Otic Suspension contains 1.11 mg/mL hydrocortisone aceponate, 17.4 mg/mL miconazole nitrate and 1.5 mg/mL gentamicin (as sulfate). The inactive ingredient is a semi-liquid petroleum jelly.

INDICATIONS

EASOTIC Otic Suspension is indicated for the treatment of otitis externa in dogs associated with susceptible strains of yeast (*Malassezia pachydermatis*) and bacteria (*Staphylococcus pseudintermedius*).

DOSAGE AND ADMINISTRATION

Verify that the tympanic membrane is intact. **Shake well before each use.**

Priming the canister: Prior to the first use of the dosing container, press firmly on the pump several times until the product fills the nozzle (canula tip) with a full dose of product.

Carefully insert the canula into the affected external ear canal(s) and apply 1 mL (a single pump) of Otic Suspension once per day for 5 days. Wash hands after usage.

CONTRAINDICATIONS

Do not use in dogs with known tympanic membrane perforation.

EASOTIC Otic Suspension is contraindicated in dogs with known or suspected hypersensitivity to corticosteroids, imidazole antifungals, or aminoglycoside antibiotics.

WARNINGS

Human Warnings: Not for use in humans. Keep this and all drugs out of reach of children. In case of accidental skin contact, wash area thoroughly with water. Avoid contact with eyes.

Humans with known or suspected hypersensitivity to hydrocortisone, aminoglycoside antibiotics, or azole antifungals should not handle this product.

In case of accidental ingestion by humans, contact a physician immediately. Physicians may contact a Poison Control Center for advice concerning cases of ingestion by humans.

Animal Warnings: As a class, aminoglycoside antibiotics are associated with ototoxicity, vestibular dysfunction and renal toxicity. The use of EASOTIC Otic Suspension in a dog with a damaged tympanic membrane can result in damage to the structures of the ear associated with hearing and balance or in transmission of the infection to the middle or inner ear. Immediately discontinue use of EASOTIC Otic Suspension if hearing loss or signs of vestibular dysfunction are observed during treatment (see **ADVERSE REACTIONS**).

PRECAUTIONS

Do not administer orally.

Concurrent administration of potentially ototoxic drugs should be avoided.

Use with caution in dogs with impaired hepatic or renal function (see **ANIMAL SAFETY**).

Long-term use of topical otic corticosteroids has been associated with adrenocortical suppression and iatrogenic hyperadrenocorticism in dogs (see **ANIMAL SAFETY**).

The safe use of EASOTIC Otic Suspension in dogs used for breeding purposes, during pregnancy, or in lactating bitches, has not been evaluated.

ADVERSE REACTIONS

In a field study conducted in the United States (see **EFFECTIVENESS**), there were no adverse reactions reported in 145 dogs administered EASOTIC Otic Suspension.

In foreign market experience, reports of hearing loss and application site erythema have been received. In most reported cases, the hearing loss and erythema were transient and resolved with discontinuation of EASOTIC® suspension.

To report suspected adverse drug events, contact Virbac AH, Inc at 1-800-338-3659 or the FDA at 1-888-FDA-VETS or www.fda.gov/reportanimalae.

For technical assistance or to obtain a Safety Data Sheet, call Virbac at 800-338-3659 or visit us at us.virbac.com.

PHARMACOLOGY

Hydrocortisone aceponate is a glucocorticoid with anti-inflammatory effects. Miconazole nitrate is an imidazole antifungal. Gentamicin sulfate is an aminoglycoside antibiotic.

In the target animal safety study, hydrocortisone aceponate, miconazole and gentamicin were shown to be systemically absorbed from the ears of healthy dogs (see **ANIMAL SAFETY**); increased systemic absorption may be observed in inflamed ears.

MICROBIOLOGY

The compatibility and additive effect of each of the components in EASOTIC® Otic Suspension was demonstrated in a component effectiveness and non-interference study. An in vitro study of organisms collected from clinical cases of otitis externa in dogs and from dogs enrolled in the clinical effectiveness study for EASOTIC Otic Suspension determined that miconazole nitrate and gentamicin sulfate inhibit the growth of bacteria and yeast commonly associated with otitis externa in dogs. No consistent synergistic or antagonistic effect of the two antimicrobials was demonstrated. The addition of hydrocortisone aceponate to the combination did not impair antimicrobial activity to any clinically-significant extent.

In a field study (see **EFFECTIVENESS**), the minimum of 10 isolates from successfully treated cases was met for *S. pseudintermedius* and *M. pachydermatis*.

EFFECTIVENESS

The effectiveness of this drug was evaluated in 157 dogs with otitis externa. The study was a double-masked field study with a placebo control. One hundred and four dogs were treated with EASOTIC Otic Suspension and 53 dogs were treated with the placebo control. Treatment was administered once daily for 5 consecutive days to the affected ear(s). The dogs were evaluated at 4 different intervals over the course of 1 month to determine response to therapy. The 6 clinical signs evaluated were: malodor, aural discharge, pruritus, erythema, swelling and pain. The individual clinical scores were assigned based on the severity of each sign. Success was based on clinical improvement at Day 28 ±2 days. The success rates of the 2 groups were significantly different ($p=0.0179$); 68.5% of dogs administered EASOTIC Otic Suspension were successfully treated, compared to 21.8% of the dogs in the placebo control group.

ANIMAL SAFETY

In the target animal safety study, EASOTIC Otic Suspension was administered at 0X, 1X, 3X and 5X the recommended dose for 15 consecutive days (3 times the recommended treatment duration) in laboratory Beagles, with 8 dogs per group. Hypersensitivity reactions in the external ear canal and inner pinnae were seen in all EASOTIC Otic Suspension groups and included mild to severe aural erythema (3X group), papules and ulceration (1X and 5X groups), otitis externa (3X and 5X groups), and otitis media (5X group). Renal tubular crystals were present in the cortex and medulla (0X, 1X, 3X, and 5X groups) and mild renal tubular basophilia and atrophy were present in one 5X group dog. Baseline cortisol values and the cortisol response to ACTH stimulation were lower in treated dogs compared to the control dogs. The ACTH stimulation test results are consistent with systemic absorption of topical corticosteroids causing suppression of the hypothalamic-pituitary-adrenal axis. Dogs in the 3X and 5X groups demonstrated elevations in AST and ALP, while dogs in the 1X, 3X, and 5X groups had elevated cholesterol, total protein, and albumin levels. Dogs in the 3X and 5X groups also had higher liver weights and greater food consumption.

STORAGE INFORMATION: Store at temperatures between 20° C-25° C (68° F-77° F), with excursions permitted between 15° C-30° C (59° F-86° F).

HOW SUPPLIED: EASOTIC Otic Suspension is supplied in a polyethylene canister, with a soft applicator canula.

Each canister contains ten 1 mL doses. Made in the U.S.A.

Distributed by:
Virbac AH, Inc.
P.O. Box 162059
Fort Worth, TX 76161 USA



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