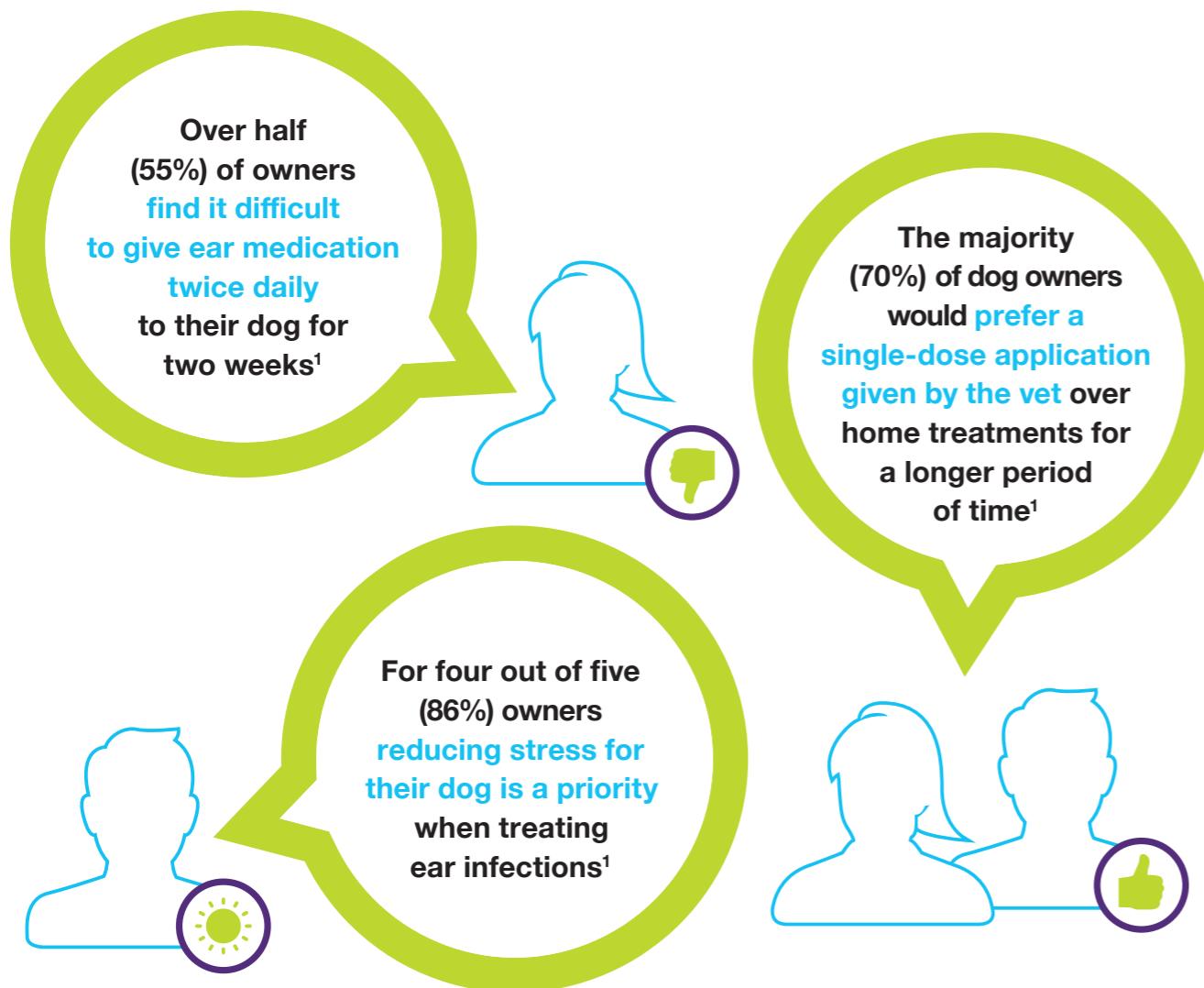


Otitis externa treatment can be challenging

Canine otitis externa is one of the most common conditions you will see in practice, but treatment isn't always straightforward.

Owners are often required to give repeat home treatments, which can be stressful for the dog and create a compliance challenge for vets.

"Clinical experience suggests that compliance is a major factor in treatment failures and recurrence of otitis." Dr Kenneth Kwochka, DVM, Diplomate, American College of Veterinary Dermatology; President, World Association For Veterinary Dermatology.



Neptra™ – the single-dose solution for otitis externa

Unique in Australia

Neptra™ is a unique single-dose, vet-administered treatment for canine otitis externa. Its innovative formulation provides lasting action after **one application**.

Easy for vets.

Ensure compliance with a **single 1 mL dose** in each affected ear, **administered by you**. It treats dogs of all sizes and there's no need for refrigeration.

Easy for owners.

No home treatments for your clients.

Easy on the dog.

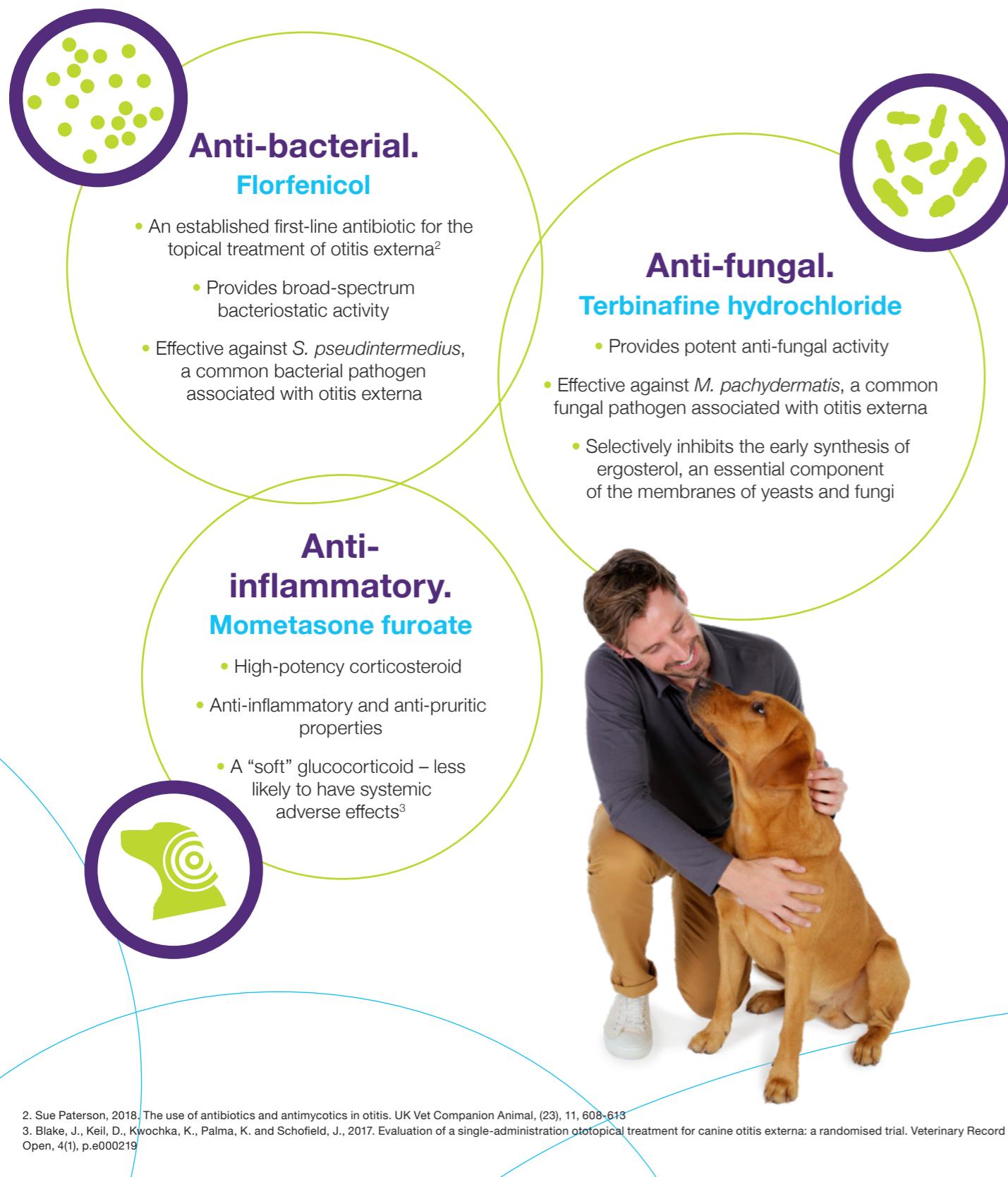
One dose avoids the **distress** often associated with repeat home treatments.



Contains florfenicol, an established first-line antibiotic for the topical treatment of otitis externa²

Neptra™ – a unique combination

Neptra™ contains a unique combination of **three active ingredients**. It is proven effective against mixed infections of susceptible strains of bacterial (e.g. *Staphylococcus pseudintermedius* and *Streptococcus canis*) and fungal (*Malassezia pachydermatis*) pathogens commonly associated with canine otitis externa.



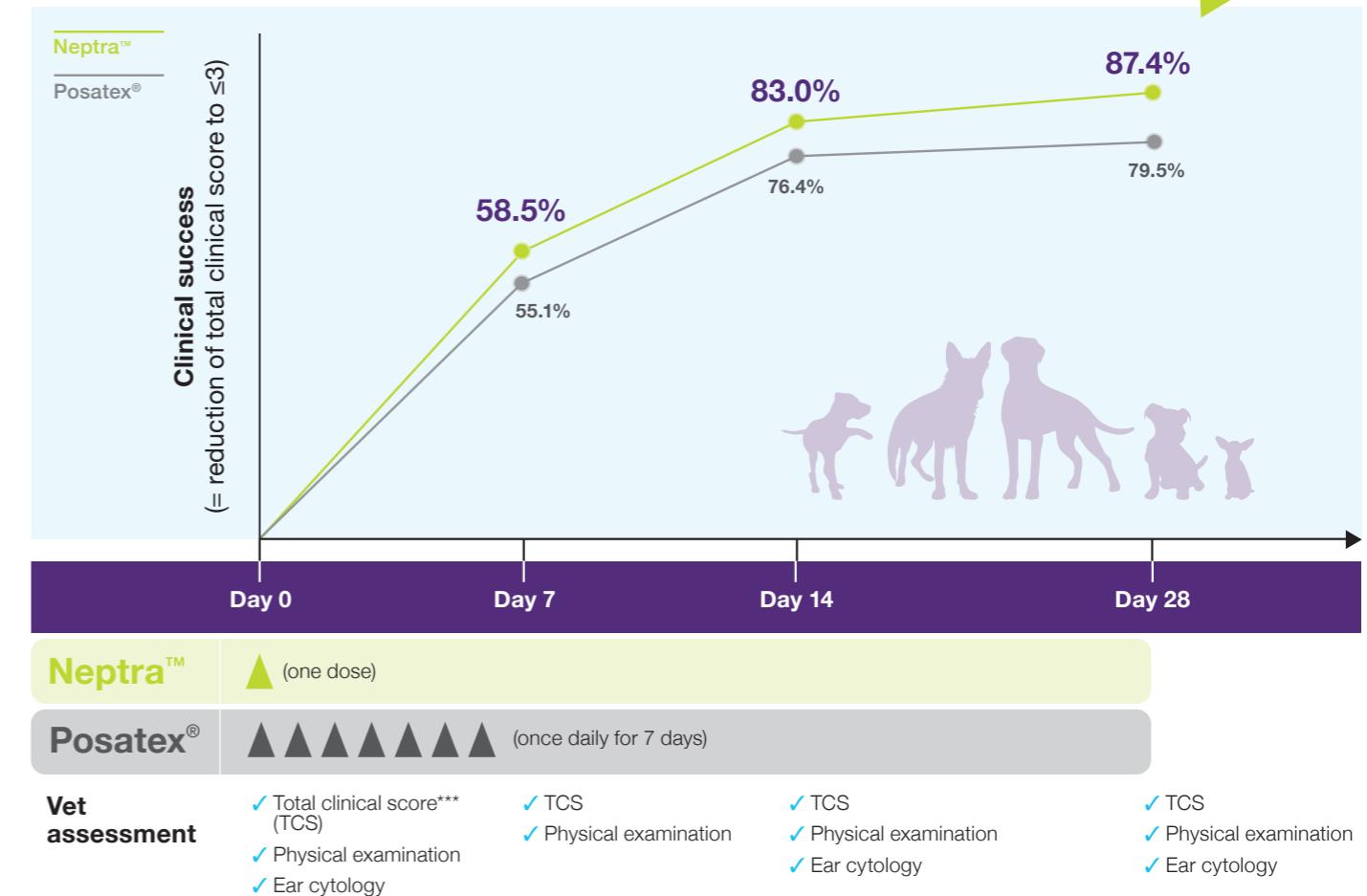
Proven efficacy with just one dose

In a positive-controlled, multi-centre, blinded and randomised trial, Neptra™ achieved:

- Excellent clinical success*
- Rapid improvement
- Lasting efficacy – continuous clinical improvement until day 28⁴

Study design

This study compared the efficacy of a single dose of Neptra™, to 7 daily doses of Posatex®** ear drops, in client-owned dogs (n = 262) with acute or recurrent otitis externa.



Results

Criteria assessed on day 28	Neptra™ n = 135 one dose	Posatex® n = 127 7 x daily doses
% clinical success* (reduction of TCS to ≤ 3)	87.4	79.5
% clinical relapse (TCS ≥ 5)	2.2	3.1
% investigator assessment of treatment success (as good or excellent)	75.5	60.6

2. Sue Paterson, 2018. The use of antibiotics and antimycotics in otitis. UK Vet Companion Animal, (23), 11, 608-613

3. Blake, J., Keil, D., Kwochka, K., Palma, K. and Schofield, J., 2017. Evaluation of a single-administration ototopical treatment for canine otitis externa: a randomised trial. Veterinary Record Open, 4(1), p.e000219

*Clinical success = reduction of TCS to ≤ 3 **containing orbifloxacin, posaconazole and mometasone furoate *** TCS calculated based on severity of erythema, ulceration, swelling and exudate

4. Fitzgerald R Proceedings of the British Veterinary Dermatology Spring Meeting 2021. 73.

87.4%
treatment
success on
day 28

Giving you confidence, control and convenience

Confidence

- Lasting efficacy with just one dose*
- Contains florfenicol, an established **first-line antibiotic** for the topical treatment of otitis externa²

Control

- Administered by you, **eliminating compliance uncertainty**
- No need for owner application

Convenience

- A **single, 1 mL dose** in each affected ear treats dogs of all sizes
- **No refrigeration** needed



**Just
one
dose.**

Neptra is not recommended in cases with rod-shaped bacteria present on cytology sample, as these may represent *Pseudomonas aeruginosa*. Culture and sensitivity testing should be performed when appropriate to determine the identity and susceptibility of the causative organism(s). Use in cats should be avoided. Read and follow label instructions.



**Just
one
dose.**



NEPTRA™

Convenience & compliance in one dose – administered by you.

Neptra™ Otic Solution for Dogs (florfenicol, terbinafine hydrochloride, mometasone furoate). © 2024 Elanco or its affiliates. Elanco Australasia Pty Ltd (ABN 64 076 745 198), Level 3, 7 Eden Park Drive, Macquarie Park NSW 2113. All trade marks are the property of their respective owners. For further information contact: 1800 995 709 from anywhere in Australia Monday to Friday or email productsupportau@elancoau.com. ELAN0277 02/24. PM-AU-24-0132.



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PMO Approval	Colin Hort Material Owner 28-Feb-2024 23:30:54 GMT+0000
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Regulatory Approval	Catriona McPherson Regulatory 01-Mar-2024 04:14:09 GMT+0000
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