



**BE A HERO**

*against otitis externa, with...*

**Just  
one  
dose**



Fight the most common  
otitis externa pathogens.  
Just ONE dose.  
Administered by YOU.

**NEPTRA. Your first-line choice for everyday otitis externa cases.**



**First-line  
Anti-bacterial**  
(Florfenicol)



**Anti-fungal**  
(Terbinafine hydrochloride)



**Anti-inflammatory**  
(Mometasone furoate)



# 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.

Over half  
(55%) of owners  
find it difficult  
to give ear medication  
twice daily  
to their dog for  
two weeks<sup>1</sup>



The majority  
(70%) of dog owners  
would prefer a  
single-dose application  
given by the vet over  
home treatments for  
a longer period  
of time<sup>1</sup>

For four out of five  
(86%) owners  
reducing stress for  
their dog is a priority  
when treating  
ear infections<sup>1</sup>



# 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 externa<sup>2</sup>**

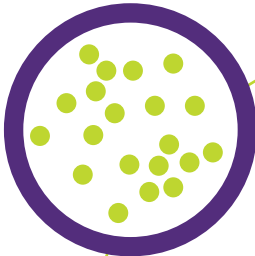
1. Dog Owner Compliance Evaluation, June 2019, n=2000 dog owners from FR/IT/ES/DE/NL/BE/UK/AU

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



# 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.



### Anti-bacterial. Florfenicol

- An established first-line antibiotic for the topical treatment of otitis externa<sup>2</sup>
- Provides broad-spectrum bacteriostatic activity
- Effective against *S. pseudintermedius*, a common bacterial pathogen associated with otitis externa



### Anti-fungal. Terbinafine hydrochloride

- Provides potent anti-fungal activity
- Effective against *M. pachydermatis*, a common fungal pathogen associated with otitis externa
- Selectively inhibits the early synthesis of ergosterol, an essential component of the membranes of yeasts and fungi



### Anti-inflammatory. Mometasone furoate

- High-potency corticosteroid
- Anti-inflammatory and anti-pruritic properties
- A “soft” glucocorticoid – less likely to have systemic adverse effects<sup>3</sup>



# Proven efficacy with just one dose

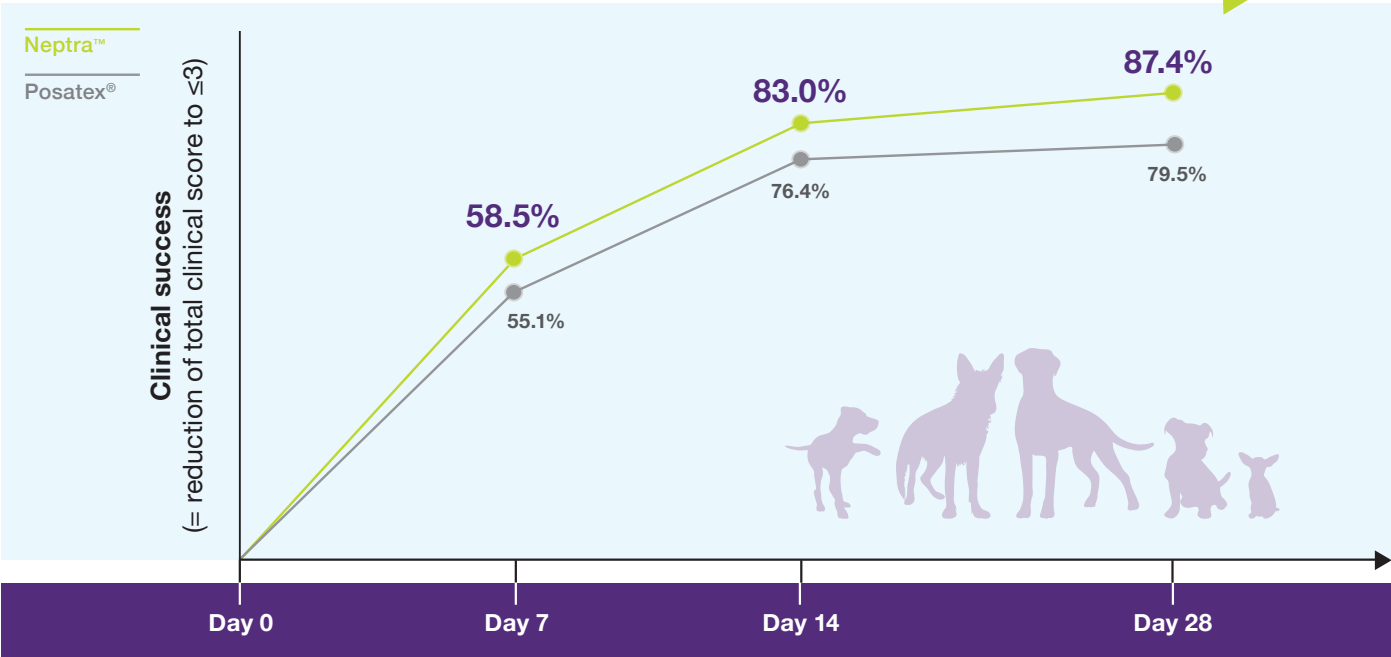
In a positive-controlled, multi-centre, blinded and randomised trial, Neptra™ achieved:

- **Excellent clinical success\***
- **Rapid improvement**
- **Lasting efficacy – continuous clinical improvement until day 28<sup>4</sup>**

## 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.

87.4%  
treatment  
success on  
day 28



Neptra™	▲ (one dose)			
Posatex®	▲▲▲▲▲▲▲ (once daily for 7 days)			
Vet assessment	✓ Total clinical score*** (TCS)	✓ TCS	✓ TCS	✓ TCS
	✓ Physical examination	✓ Physical examination	✓ Physical examination	✓ Physical examination
	✓ Ear cytology	✓ Ear cytology	✓ Ear cytology	✓ Ear cytology

## 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.



# 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 externa<sup>2</sup>

## 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.



\*The maximum clinical response may not be seen until 28 days after administration.  
2. Sue Paterson, 2018. The use of antibiotics and antimicrobials in otitis. UK Vet Companion Animal, (23), 11, 608-613

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.*



**Convenience & compliance in one dose – administered by you.**

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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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