



Keep otitis externa treatment in safe hands



Just one dose administered in the clinic



When indicated, Flornfenicol is a first-line antibiotic; see the PROTECT ME guidelines*¹



Mometasone starts relieving pain and inflammation in just 30 minutes^{†2}

*For otitis associated with cocci; topical antibiotics may not always be required.¹
[†]Tmax reached in 30 mins.²

Easy for owners, good for compliance^{3,4}

- **Over 1/2 of UK dog owners struggle to administer daily ear drops** for otitis externa, which may reduce compliance³
- When given the option, **73% of UK dog owners chose a vet-administered single-dose treatment** over daily drops at home³

Neptra is **the only one-dose treatment with Florfenicol for otitis externa** that's administered in clinic to guarantee **100% compliance**



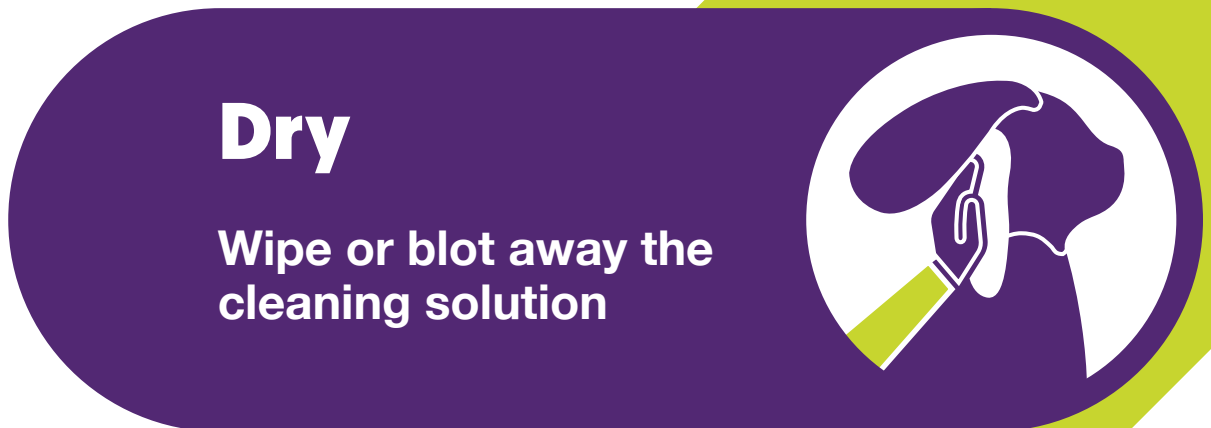
99% of UK vets surveyed **would recommend Neptra** to other vets⁴

3 simple steps for complete control



Clean

As clinically appropriate for the patient[‡]



Dry

Wipe or blot away the cleaning solution



Apply

Use one tube of Neptra per ear and massage the ear base for 30 seconds

[‡]In clinical trials, saline was used as the cleaning solution. Ears were cleaned and dried as deemed clinically appropriate for that patient. Compatibility with ear cleaners other than saline has not been demonstrated.

When indicated, Florfenicol is a first-line antibiotic

See the **PROTECT ME guidelines**^{*1}

Neptra is administered in clinic and targets the most common bacteria in canine OE, so you can:

- ✓ Reserve broader spectrum antibiotics for complex cases⁵
- ✓ Avoid 'leftover' antibiotics lingering in owners' homes
- ✓ Keep OE treatment in safe hands



**Scan for the
PROTECT ME poster**

Guidance on antibiotic selection for OE:

Otitis externa:

Topical treatment ONLY

Care: integrity of tympanic membrane. Avoid ototoxic products if tympanic membrane ruptured

If cocci

- Antiseptic ear cleaner + topical ± systemic steroid products

If no response after 7 days ADD topical antibiotic + cleaning

- Fusidic acid/framycetin

- Florfenicol

If rods

- Antiseptic ear cleaner whilst awaiting culture results

- Gentamicin

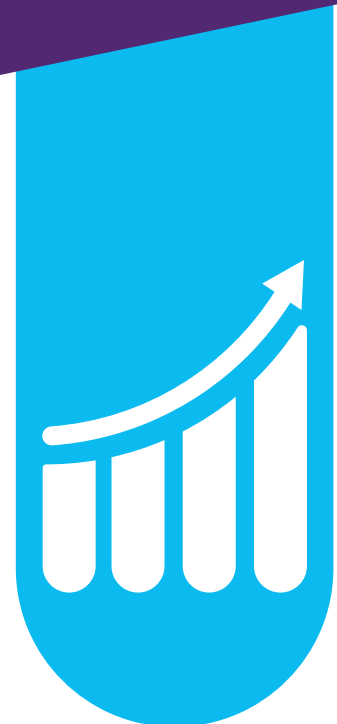
- Framycetin

If *Pseudomonas* cultured ADD TrisEDTA + topical antibiotic

Treat until cytology negative and underlying cause corrected

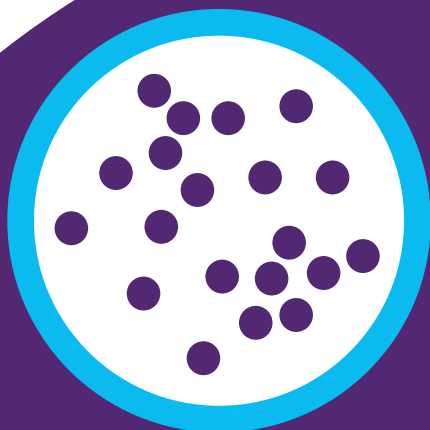
Taken from the PROTECT ME poster.¹

Up to 94%
of canine OE cases
are associated with
Staphylococcus
***pseudintermedius*⁶**



*for otitis associated with cocci; topical antibiotics may not always be required.¹

One dose, one unique combination of actives



Antibiotic

Florfenicol

When indicated, Florfenicol is a first-line antibiotic; see the PROTECT ME guidelines*¹



Anti-inflammatory

Mometasone furoate

A potent, fast-acting steroid which starts relieving pain and inflammation in just 30 minutes^{†2}



Anti-fungal

Terbinafine hydrochloride

A potent anti-fungal, highly effective against *M. pachydermatis* (a common fungal pathogen associated with OE)

*for otitis associated with cocci; topical antibiotics may not always be required.¹

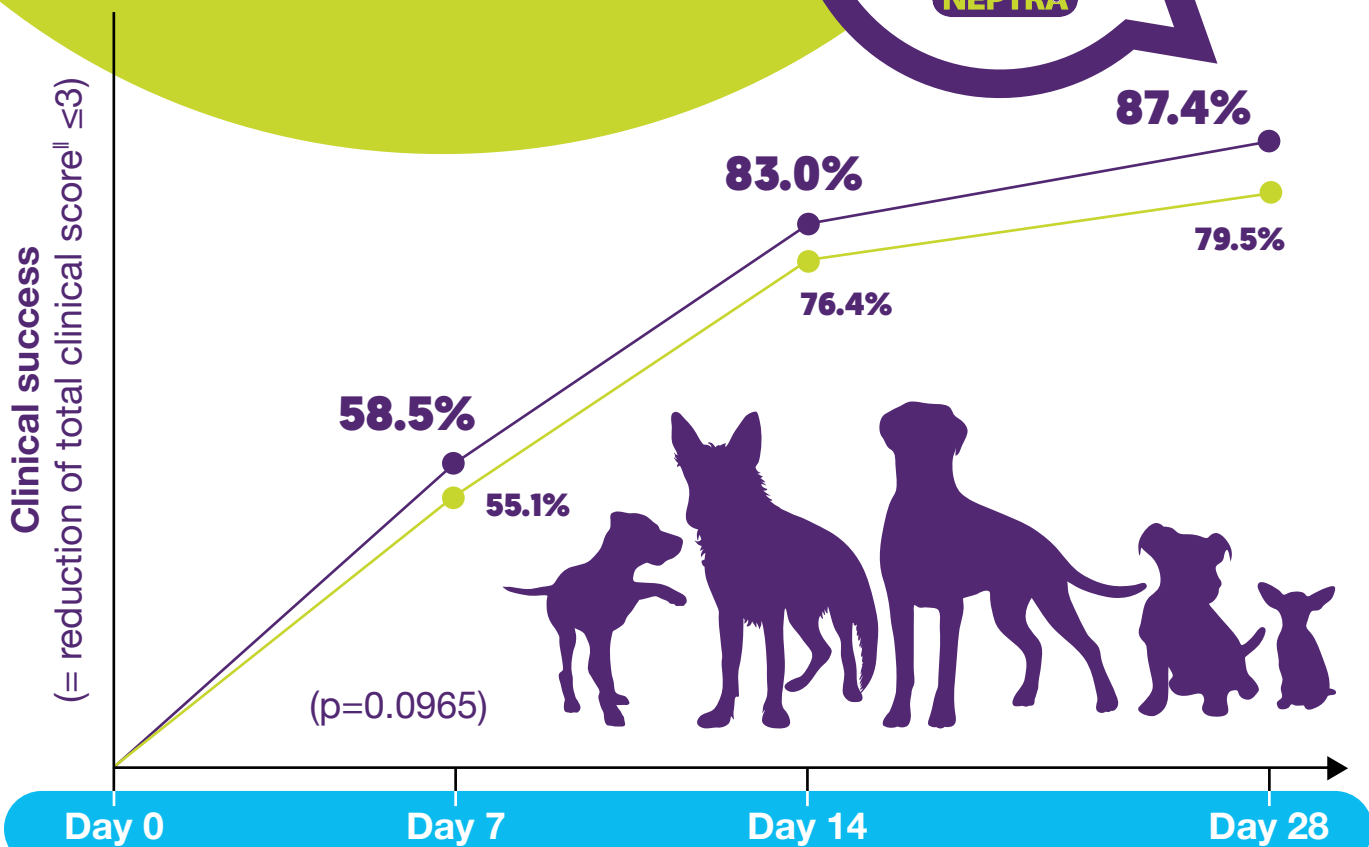
[†]Tmax reached in 30 mins.²

Proven efficacy with just one dose⁷

A study comparing a single dose of Neptra to once-daily drops administered for seven days:⁷

87.4%
success rate
by day 28

NEPTRA



▲ **Day 0:** One single 1ml dose of Neptra

▲▲▲▲▲▲▲ **Day 0–7:** Orbifloxacin, mometasone furoate, posaconazole once daily for 7 days

Note: no significant differences were found between the two groups

Dogs' ears were cleaned with saline solution only, and showed **excellent clinical success of 87.4%** based on reduction of the total clinical score (TCS) to ≤ 3 ¹⁷

¹⁷Based on erythema, exudate, swelling and ulceration.⁷

Neptra provides lasting efficacy after one application, with **continuous clinical improvement until day 28**⁷



Scan
here



Learn more about Neptra and managing otitis externa

OE = otitis externa.

References

1. BSAVA/SAMSoc. 'Antibiotic Use in Our Practice' poster 2023. Available at: bsavalibrary.com/protectmeposter.
2. Neptra Summary of Product Characteristics 2023.
3. Dog Owner Compliance Evaluation, June 2019.
4. Elanco Neptra Marketing Research May 2022.
5. Barnard N, et al. *In Practice*. 2017;39:386–398.
6. Lynch SA, Helbig KJ. *Vet Sci*. 2021;8:11.
7. Fitzgerald R. Proceedings of the British Veterinary Dermatology Spring Meeting 2021;73.

Neptra contains 16.7 mg flufenicol, 16.7 mg terbinafine hydrochloride, equivalent to terbinafine base: 14.9 mg, and 2.2 mg mometasone furoate and is indicated for the treatment of acute canine otitis externa or acute exacerbations of recurrent otitis. Legal category POM-V (UK) POM (IE).

Refer to the product packaging and leaflets for information about side effects, precautions, warnings and contraindications. Further information is available from the Summary of Product Characteristics. For further information call Elanco Animal Health on +44 (0)1256 353131 or write to: Elanco UK AH Limited, Form 2, Bartley Way, Bartley Wood Business Park, Hook, RG27 9XA, United Kingdom.

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