Keep otitis externa treatment in safe hands

Just one dose administered in the clinic

When indicated, Florfenicol 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
1Tmax reached in 30 mins.2
Easy for owners, good for compliance\textsuperscript{3,4}

- Over ½ of UK dog owners struggle to administer daily ear drops for otitis externa, which may reduce compliance\textsuperscript{3}

- When given the option, 73% of UK dog owners chose a vet-administered single-dose treatment over daily drops at home\textsuperscript{3}

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 vets\textsuperscript{4}
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

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

- Reserve broader spectrum antibiotics for complex cases
- 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.*

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

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

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*for otitis associated with cocci; topical antibiotics may not always be required.1
†Tmax reached in 30 mins.2
Proven efficacy with just one dose\textsuperscript{7}

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

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\textsuperscript{7}

Note: no significant differences were found between the two groups.

Neptra provides lasting efficacy after one application, with continuous clinical improvement until day 28\textsuperscript{7}
OE = otitis externa.

References

Neutra contains 16.7 mg florfenicol, 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 333131 or write to: Elanco UK AH Limited, Form 2, Bartley Way, Bartley Wood Business Park, Hook, RG27 9XA, United Kingdom.

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Learn more about Neutra and managing otitis externa