

Some questions we get asked...

When should I bring my dog to the vet if I notice signs of an ear infection?

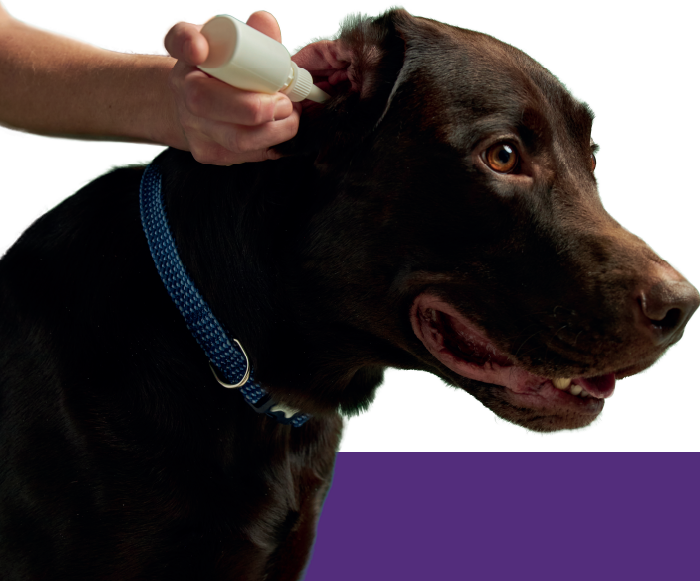
The sooner the better! Otitis externa rarely gets better on its own, and usually gets more painful over time, plus it can also become harder to treat. It's best to not attempt to treat at home first - make an appointment with your vet as soon as you notice any of the signs.

My dog is nervous about having their ears handled. Will I have to apply drops?

Sometimes it may be necessary to dispense a treatment for you to apply at home, however, if you are worried about doing this make sure to talk to your vet about all the available treatment options. Some treatments can be applied by your vet in the consult room, which if appropriate for your dog, mean that there may be no need for you to apply drops at home.

Why does my dog keep getting otitis externa?

There can be underlying causes of otitis externa, such as allergies and some breeds are more prone to developing ear disease. Speak to your vet to find out more.



If your dog is displaying some of the symptoms of an ear infection, or you're concerned, your veterinary practice is always happy to help.

Ask your vet about how to treat today.

Scan here to find out more



This information is brought to you by Elanco the makers of **NEPTRA**

Reference: 1. Paterson S et al. Companion Animal 2021 26:Sup3, S1-S16. **Neptra** contains 16.7 mg florfenicol, 16.7 mg terbinafine hydrochloride, equivalent to terbinafine base: 14.9 mg, and 2.2 mg mometasone furoate contains. Legal category POM-V. 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. For further information, consult the product SPC. Neptra, Elanco and the diagonal bar logo are trademarks of Elanco or its affiliates. Advice should be sought from the medicine prescriber prior to use. Prescription decisions are for the person issuing the prescription alone. Use medicines responsibly www.noah.co.uk/responsible.

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Did you know up to

1 IN 5 DOGS

could suffer from an ear infection?¹



Ear infections can be painful.

Inflammation of the outer ear, the flap and the canal are called otitis externa and can cause painful swelling and narrowing of the canal. Ear infections usually occur because the ear is abnormal in some way, making it easier for bacteria and/or yeast to multiply and cause infection.

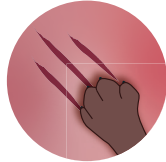
What causes otitis externa?

Ear inflammation can be caused by many factors including:

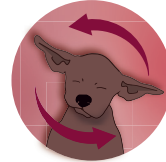
- ! Allergies
- ! Foreign bodies entering the ear (e.g. grass seeds)
- ! Parasites (e.g. ear mites)

Some factors can make dogs more prone to ear infections such as, the shape of the ear (eg floppy ears) or the ear canal (narrow or very hairy).

Some common symptoms to look out for:



Lots of itching & scratching of ear



Excessively shaking head



Ear smelling bad



Reddened, sore ear



Reluctance to have ears touched



Discharge from ear

How are ear infections treated?



Exploration:

Your vet will usually look inside your dog's ear canal to help understand what is causing the problem.



Assessment:

Your vet will assess your dog's general health and ask questions to ensure they have the complete picture. They may swab the ears to look for any bacteria and yeast that may be present as this will help them identify the most appropriate treatment for your dog.



Recommendation:

Based on all of this information, your vet will make a treatment recommendation.

In most cases, otitis externa is treated with topical products, which are administered directly into the ear. This can be done by your vet or at home.

One dose treatments for dog ear infections may be recommended by your vet, when ear drops are needed.



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