A unique, new-generation steroid makes otitis externa simpler to treat.

5 DAYS OF EASY

Provides the 3-way action needed to treat otitis externa.
- Anti-inflammatory (hydrocortisone aceponate)
- Antifungal (miconazole nitrate)
- Antimicrobial (gentamicin sulfate)

### Features

<table>
<thead>
<tr>
<th>Features</th>
<th>Functions</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Contains hydrocortisone aceponate (HCA) a new generation, highly fat soluble, steroid that is significantly more potent than hydrocortisone</td>
<td>a) That allows it to rapidly penetrate the skin, activate locally and accumulate in the target tissue.</td>
<td>a) This high persistent anti-inflammatory activity with low systemic side effect extends the therapeutic effect beyond the 5-day dosing duration.</td>
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<tr>
<td>b) Precise delivery system</td>
<td>b) That reliably delivers an exact 1mL dose each time.</td>
<td>b) Eliminates drop counting and provides enough drug to completely coat the ear canal of any size or breed of dog.</td>
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<tr>
<td>c) In addition to HCA also contains gentamicin sulfate and miconazole nitrate</td>
<td>c) Which are proven antimicrobial and antifungal agents...</td>
<td>c) ...that provide the 3-way action needed to quickly and effectively treat otitis externa.</td>
</tr>
<tr>
<td>d) Award-winning ergonomically designed applicator.</td>
<td>d) Canister can be used at any angle and has a soft, pliable nozzle that is gentle to sensitive ear structures.</td>
<td>d) Makes administration less frustrating and enhances client compliance.</td>
</tr>
</tbody>
</table>

Indication: EASOTIC Otic Suspension for Dogs is indicated for the treatment of otitis externa in dogs associated with susceptible strains of yeast (Malassezia pachydermatis) and bacteria (Staphylococcus pseudointermedius). Important safety information: EASOTIC Otic Suspension for Dogs is contraindicated in dogs with known or suspected hypersensitivity to corticosteroids, imidazole antifungals, or aminoglycoside antibiotics. Do not use in dogs with known tympanic membrane perforation. The safe use of EASOTIC Otic Suspension for Dogs in dogs used for breeding purposes, during pregnancy, or in lactating bitches has not been evaluated. See brief summary for additional product information.
EASY 5-DAY TREATMENT
POWERED BY HYDROCORTISONE ACEPONATE (HCA).

The unique characteristics of this new-generation steroid are the key to shorter treatment regimens

HCA is highly lipid soluble, resulting in:
- Quick and effective dose concentrations reached in epidermis and dermis
- Persistence in target tissue that extends the therapeutic effect beyond the 5-day dosing duration

HCA is activated and metabolized in the skin, allowing for:
- Higher concentrations in the skin than with conventional treatments
- Potent anti-inflammatory effects with better local and systemic tolerance than conventional treatments

Unlike older-generation glucocorticoids, the metabolism of HCA occurs in the skin and exhibits high local efficacy and a low risk of systemic side effects.

EASOTIC Otic Suspension for Dogs:
1. Contains HCA, a new-generation steroid that enables simple, 5-day treatment regimens
2. Delivers potency of conventional topical treatments with low risk of systemic side effects
3. Delivers an exact 1-mL dose with a single pump
4. Contains proven antimicrobial and antifungal agents
5. Features an ergonomically designed applicator that makes administration less frustrating and enhances client compliance

EASOTIC® (hydrocortisone aceponate, miconazole nitrate, gentamicin sulfate) Otic Suspension for Dogs

Surolan® (miconazole nitrate, polymyxin B sulfate, prednisolone acetate)

79% DOG OWNERS COMPLIANT
21% DOG OWNERS COMPLIANT

Qualify
Identify if a Virbac representative has been in recently:
Doctor, has the Virbac rep introduced you to their new EASOTIC Otic Suspension for Dogs treatment?
If yes, review understanding and reinforce benefits.
If no, detail as the primary contact.

Invitation (neutral)
Let me explain the key benefits...

Confidence
I am convinced that EASOTIC Otic Suspension for Dogs provides the quickest and most effective treatment of otitis externa available in the market today.

Invitation (neutral)
...and then you can decide if EASOTIC Otic Suspension for Dogs should be your preferred treatment for your patients with otitis externa.

References:

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