

Otitis Externa

Otitis externa is an inflammation of the outer ear canal. Ear infections can be caused by allergies (atopic dermatitis or food allergies) or ear mites. Up to 86% of atopic dogs have historical or physical evidence of otitis¹. Bacteria and yeast infections are primary or secondary factors to inflammation. Many dogs with otitis externa require lifelong management of their disease. The best way to prevent otitis is by keeping the dog's ears clean. This is important for those animals that have pendulous ears, have lots of hair in their ears, or have allergies or other medical problems that make them prone to ear infections. Treatment usually includes cleaning the ears by the pet owner daily for one to two weeks. This can be a challenging task. A study asked owners to rate the avoidance reaction of the dog when cleanser was administered into the ear. Thirty eight percent recorded a moderate to marked avoidance reaction by the dog². Veterinarians can help pets avoid ear infections by applying OticArmor®. OticArmor® is designed to help and aid in controlling Otitis Externa by protecting the skin in the ear canal which is compromised and sensitive to inflammation. Importantly, no daily home-care ear cleaning is required by the client and one application lasts up to 3 months.

1 Muse, R. et al: The prevalence of otic manifestations and otitis externa in allergic dogs (abstr.) *Proc. AAVID/ACVD*, Las Vegas, 1996; p. 23
2 Reme, C.A et al: The efficacy of an antiseptic and microbial anti-adhesive ear cleanser in dogs with otitis externa. *Veterinary Therapeutics* 7 (1) Spring 2006, 15-26



Product Information

- (1) otic workstation
- (2) applicator swabs
- (1) 1/16 oz. product vial & cap

Warning: Not For Human Use
For Animal Use Only
For Use In Dogs
Topical Use Only

Store at room temperature
Keep away from heat & sunlight

OticArmor® is manufactured by AllAccem, Inc.



AllAccem

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Companion Animal Veterinary Otic Liquid Bandage

- OticArmor® is the most advanced and convenient way to help manage ear infections
- Designed for pet owners who have difficulty cleaning their pet's ears. No take-home product re-application required
- A single application of OticArmor® helps keep the ear canal clean for up to three months
- Professionally applied as the last step for Otitis Externa treatment at your recheck appointment and before allergy season to help manage relapse of Otitis Externa
- Relieves the burden of daily/weekly ear cleaning and helps patient comfort
- Steroid-free



Why Does My Pet Get Ear Infections?

Ear Infections are both painful and preventable.

OticArmor® will help manage ear infections by protecting the skin in the ear canal and keeping it clean, lengthening the time between reoccurrence.

What is Otitis Externa?

Otitis externa is an inflammation of the outer ear canal. Ear infections can be caused by allergies or ear mites. Swimming, outdoor activities and floppy ears (like Cocker Spaniels and Labrador Retrievers) or hairy inner ear flaps (like Miniature Poodles and Schnauzers) contribute to the increased risk in dogs. Clinical signs of ear problems exhibited by dogs include: odor, scratching of ears, discharge in the ears, redness or swelling of the ear flap or canal.

Why does my dog get ear infections every spring/summer?

The occurrence of allergies in our pets mirrors that which occurs in human allergies. Exposure to pollen, dust mites, food, etc. causes the body's immune system to overreact and produce antibodies to attack the invading allergens. In the spring and summer, trees, flowers and grasses can all produce allergens that stimulate antibody production. In people, the highest concentration of Ig-E receptors is in the upper respiratory passages. In dogs, the highest concentration is found in the ear canals and skin - *Star-Exponent* May 9, 2011.

How to help prevent Otitis Externa?

Pet owners can help their pets avoid ear infections by practicing preventive care at home. This is

Otitis Externa

Exudate (Dirt, wax/cerumen, dry skin, mites)

Erythema (Redness and swelling)

Bad odor coming from the ear



Photograph courtesy of Anthea Schick, DVM, DACVD

especially important for breeds who are prone to ear infections. A weekly ear cleaning with a veterinarian-recommended ear cleansing solution can minimize or prevent infections - *American Animal Hospital Association (AAHA)*. However, this can be a challenging task. If you can't effectively clean your pet's ears at home, veterinarians can help you control ear infections by applying OticArmor®.

What is the purpose of OticArmor®?

OticArmor® is designed to help and aid in controlling Otitis Externa by protecting the skin in the ear canal which is compromised and sensitive to inflammation.

When is OticArmor® applied?

OticArmor® is applied as the last step in the treatment protocol for Otitis Externa. If your dog currently has an ear infection, your veterinarian will first treat it with medication. OticArmor® is then applied at your recheck exam to help patient comfort, shield the skin and aid in lengthening the time between reoccurrence.

Signs of Ear Disease

- Scratching of the ear
- Head shaking
- Redness or swelling of the ear
- Black or yellowish discharge
- Bad odor
- Pain around the ears and head
- Aggressive behavior when ears are touched

Note: The time for OticArmor® application is at your recheck exam as the last step for Otitis Externa treatment and before allergy season to help manage relapse of Otitis Externa.